THE Rockridge News

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Sponsored by The Rockridge Community Planning Council • 5856 College Ave. #130 • Oakland, CA 94618 • 814-6060

Restaurants Announced for RCPC's Fall Kitchen Tour

by Theresa Nelson, Kitchen Tour Promotion Volunteer

Several of Rockridge's renowned and award-winning restaurants and bakeries will be featured in the 1995 fall kitchen tour, "A Tasteful Tour of Rockridge Kitchens." Each restaurant will showcase samples of its signature cuisine at designated houses among the nine notable Rockridge kitchens on the tour. Participating Rockridge restaurants and bakeries include: Citron, Gaucho Rotisserie Taqueria, Grace Baking, Great Harvest, Isobune, Noble Pies, Olive's Gourmet Pizza, Oliveto Restaurant, Tachibana, Ti Bacio, and Uzen.

The kitchen tour, a fund-raising event for the Rockridge Community Planning Council, takes place on Sunday, October 8, from 12:00 noon to 5:00 p.m. The kitchens exemplify some of the best of Rockridge architecture and design. Many of the craftsman-style houses have those same feature incorporated into their kitchens. On hand to give helpful information about the remodeling will be architects, designers, and other specialists. The tour brochure will provide tips and lists of sources for kitchen remodeling. For those of you considering a kitchen make-over, the tour will be invaluable!

See "Fall Tour" on page 6



Kathy Garcia, left, whose kitchen is featured in the tour, gets pointers from Maggie Klein, owner of Oliveto. Photo by Elizabeth Opalenik.

More Problems Emerge for Dreyer's Proposal

by Annette Floystrup and Kathy Walsh

Sierra Club Takes a Stand

Monday evening, June 26, the Northern Alameda County Group Executive Committee of the Sierra Club voted unanimously to support the Rockridge Community Planning Council's position in favor of preserving the C-31 pedestrian-oriented retail zone. A letter will be written to the City Planning and Building Department delineating the need for an EIR on the current and cumulative Dreyer's expansion proposal, and $100 will be given to RCPC to help publicize the issues.

According to Carl Anderson, Vice Chair of the Northern Alameda County Group, "We are very concerned that there be full public participation in the environmental review for this project. An EIR is necessary so that the downtown alternative can be analyzed."

Sierra Club committee members were also disturbed by the non-compliance of Dreyer's with the mitigation measures in the '89 EIR for the existing building, and the total failure of the City to monitor and enforce those mitigations as required by California

See "Dreyer's" on page 4

General Membership Meeting Agenda

Thursday, July 20, 1995, 7:30 p.m.
College Ave. Presbyterian Church
5951 College Avenue (Sanctuary)

- **Exploring Victorian Rockridge**
  A slide presentation by Jennifer Katz on the development of Rockridge during the Victorian era (see photo and caption on page 7).
- **Dreyer's Update**

We're Going on Vacation in August

No *Rockridge News* in August

No RCPC General Meeting

Book Corner

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

Summer Pursuits and Enterprises (and other seasons as well)

Emil Prushek was an odd sort who lived down Fairland Road from my husband's family farm. His home was a shack next to the greenhouse at the edge of his land. Late at night, passersby could see Mr. Prushek in the watery light of the greenhouse, still working. He was a plant scientist engaged in high-stakes gambling. One good hybridized plant and he could be rich. Folks in Berrien County still remember his seedless watermelon and the $10,000 he got for one flower! He was eccentric, fond of children (and plants) but with little to say to adults, who often remarked that he was "a bubble off plumb."

Come summer, he always needed help, so he hired my brother-in-law, Mike, and Ozzie Ziegler. They did do some work, but when they felt they had worked enough for the day, they asked Mr. Prushek one question and knew the answer would last until quitting time.

The summer that Mike took a job in town, Mr. Prushek asked if Mike's little brother, Pat, could work. (He was in the third grade.) The work required the tractor, and Mike gave Pat a hurried lesson on the way over. Pat knew it was dicey, because his feet wouldn't reach the pedals. He said as much. Mike replied, "Well, just jump down on the clutch and sit down to let it up, same with the brake. Remember, you get paid for this!"

When they arrived at the gate, Mr. Prushek was waiting with a bucket of water. He carefully washed the alien soil off the tractor wheels. Pat was startled. This was serious. "Now, son, you'll be cultivating today, and you've got to stay exactly between the rows. Each plant you pass could be worth thousands of dollars. They're strawberries and each of the 500 is a different experiment. I've been working on this for five years."

Mike positioned the tractor so that it pointed directly down the first small lane and said, "Listen, you little rat, don't mess up." Pat sat for a moment, rose, and then started to ease off the clutch, but popped it instead. With a guttural snort, the tractor rared up and shook Pat like a rag. The wheel turned in his hands and the beast raced off. He tried to step on the brake but couldn't. When Mike caught up and stopped the big machine, Pat looked back and saw both a great scarred swatch cut in a meandering diagonal across the strawberries and Mr. Prushek on his knees, desperately replanting the botanical road kill. The old scientist said nothing to the boys as they apologized again and again. He just walked them to the gate and closed it after them. They returned later with their parents, but the greenhouse was dark. Pat wanted to make amends, but his parents convinced him to do nothing and commented that Mr. Prushek was unpredictable.

A few days later, Pat's mother came in from the mailbox and announced there was a letter for Pat — his first. It contained a check from Emil Prushek for two dollars. In the memo space was written "For cultivation."

Below, books about summer pursuits, enterprises, and surprises.

Aaseng, Nathan. *Great Summer Olympic Moments*, c1990. Juvenile nonfiction.

Allison, Linda. *The Sierra Club Summer Book*, c1977. Juvenile nonfiction.

Bernstein, Daryl, and Robert Husberg, *Better than a Lemonade Stand: Small Business Ideas for Kids*, c1992. Juvenile nonfiction.

Bernstein, Margery. *The Summer Maker: An Ojibway Indian Myth*, c1977. Picture book fairy tale.

Bunting, Eve. *Summer Wheels*, c1992. Juvenile fiction.

Hall, Donald. *The Farm Summer 1942*, c1994. Picture book.

Lipsyte, Robert. *One Fat Summer*, c1977. Juvenile fiction.

Okimoto, Jean Davies. *Norman Schnurman, Average Person*, c1982. Juvenile fiction.

Queen, Margaret. *So You're Off to Summer Camp: A Trunkload of Tips for a Fun-Filled Camp Adventure*, c1993. Juvenile nonfiction.

Schick, Eleanor, *Summer at the Sea*, c1979. Beginning reader.

Soto, Gary. *Summer on Wheels*, c1995. Juvenile fiction.

Turner, Anne Warren. *Grasshopper Summer*, c1989. Juvenile fiction.

Turkle, Brinton. *The Sky Dog*, c 1969. Picture book.

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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.

Publication date of the next issue is September 16. To advertise, call Susan Montauk at 547-3855. **September deadline is August 31.**

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juicy NEWS

Coin Collection Donated to Library Fund-Raising Campaign

Councilmember Sheila Jordan announced an anonymous donor's gift of a large collection of silver dollars to the Neighbors for a Rockridge Library fund-raising campaign.

This collection is mainly silver dollars collected by the donor over the past fifty years. There are coins from the five U.S. Mints (San Francisco, New Orleans, Philadelphia, Denver and Carson City), dating from 1879 through 1935, when production of regular silver dollars was discontinued.

The value of coins is determined by their condition, the mint mark and the scarcity of the date. The 1934 coin from the S.F. Mint is one of the rarer coins, and one sold recently for over $1,000. There are ten of these coins in the collection. The lowest priced coin in the collection will be $15.

These coins will be shown by appointment only, as they are in safety deposit boxes. Help in pricing and assisting with the sale of the coins would be gratefully accepted. Anyone wishing to make an appointment to view the coins or to help in selling them should write to Neighbors for a Rockridge Library, c/o RCPC, 5856 College Avenue, Box 130, Oakland, CA 94618. Please include both day and evening phone numbers. ■

Deadline Approaches for Ordering Library Tiles

by Nancy Dutcher, Chair, Neighbors for a Rockridge Library

Intriguing quotations, poems, and personal dedications will make entering the new library a fascinating process, as library patrons read their way into the library! While many orders for the tiles have come in, they haven't arrived as briskly as hoped. It seems that many people are "planning to order" a tile, but haven't yet come up with that special phrase or quote. Be warned! **September 15 is the last date that orders for engraved granite tiles for the library entry floor may be received.**

Don't procrastinate and face the disappointment experienced by patrons of the Albany Library, which installed a similar entry walk. Librarians there report that many people who delayed ordering are now clamoring for tiles. Unfortunately, this is not possible; once the tiles are installed, additional ones cannot be added.

We urge you to get your order in. Use the order form inserted in this issue of *The Rockridge News*. If you would rather make a donation of any size, you may also use this order form. All profits from the sale of the tiles and other contributions will be used to purchase books, equipment, and furnishings for the new library, so your dollars will actually be visible in the book collection and other amenities of **your** library.



Photo by Kathy Walsh, developed and printed courtesy of Ag Photo, College

Metal framing delineates one of the new library's unique features, the two-story north window.

For additional information, call 653-6018. ■

PUBLIC HEARING

Seismic Strengthening of Temescal and Golden Gate Branch Libraries

The Library Commission is sponsoring a public hearing regarding seismic strengthening of the Temescal and Golden Gate branch libraries on Monday, July 31, at 7:30 p.m. at the Temescal Branch Library, 5205 Telegraph Avenue. Speaker registration is required at the beginning of the hearing.

State law and City of Oakland Ordinance 11613 require the seismic strengthening because the libraries are constructed of unreinforced masonry and may be hazardous in the event of a major earthquake. The Oakland Public Library has received $500,000 from the City's Capital Improvements Program to begin the final architectural/engineering design.

Americans with Disabilities Act (ADA) and other code compliance work is being proposed in addition to the seismic work. The City estimates that the construction and design costs will total $2.2 million for each library.

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Dreyer's

from page 1

Environmental Quality Act (CEQA) law. In addition, the almost one-to-one ratio of cars to employees for the new project was cited as environmentally unacceptable.

It's Déjà Vu All Over Again

The neighborhood's current concerns about the loss of housing units and future growth of Dreyer's mirror the concerns expressed in 1989, when Dreyer's proposed its initial expansion. Then, as now, RCPC was criticized for opposing the project; proponents belittled RCPC's concern that removal of housing stock and allowing such an out-of-scale expansion would set a precedent for more of the same. The June 2, 1989 Letter from the Publishers in *The Montclarion* contained the following:

> "RCPC has continued its unnecessary fight against the company. It now contends that Dreyer's should not tear down two unoccupied and company-owned homes on Chabot Road next to the corporate office to help make room for a 132-car parking lot for its employees. The RCPC argues that the removal of the homes would set a precedent.
>
> A precedent? Hardly, Dreyer's has promised that the homes will be kept intact and moved to another part of the city."

Another cry of the RCPC—another overreaction—is that should Dreyer's continue to increase its personnel and outgrow the proposed building, it would demand further growth and expansion. But the Dreyer's management team has insisted that should the company continue to grow, it would open additional locations and add no square footage to the proposed site."

In a dramatic validation of RCPC's concerns, the original two homes—representing a total of five housing units—were torn down, not relocated and not replaced. The adjacent single-family residence and duplex on Chabot Road, which Dreyer's described in the '89 EIR as "not part of the project," have been converted to corporate use as men's and women's fitness facilities and a product test kitchen, in violation of the R-35 residential zone.

The current Dreyer's expansion proposal includes additional destruction of residential units, including demolition of a four-plex, and a single-family residence in the R-60 residential zone on Claremont Avenue. The proposal also takes an additional single-family residence in the R-60 zone as a "residential buffer," the same designation they gave the now illegally converted homes on Chabot Road.

Only six years later, Dreyer's has come up with an expansion proposal for an additional 57,420 sq.ft. (two stories) of office space and 87,759 sq.ft. (three levels) of parking on an additional 0.8 acre. Dreyer's has totally reneged on its very public statements to the business community and the Rockridge neighborhood that it would add no square footage to its '89 development.

Neighbors Speak Out

Thursday, June 22, about 300 neighbors filled the College Avenue Presbyterian Church to participate in a meeting on the proposed Drey er's expansion co-sponsored by Councilmember Sheila Jordan and Oakland—Sharing the Vision (O-SV). Councilmember Jordan acknowledged early in the proceedings that she had already committed herself in favor of the Dreyer's project. Jordan stated that the purpose of the meeting was to allow Dreyer's and City officials present, including Dreyer's CEO Gary Rogers and Treasurer Bill Collett, to hear citizen concerns about the proposal.



Photo by Kathy Walsh

These two houses, a single-family home and a duplex in the rear, at 5939 and 5941-43 Chabot Road, are the subjects of a Planning Deparment investigaion after it was learned that they are being illegally used by Dreyer's as a product test kitchen (an industrial use) and as a gym for employees.

About 95% of those present heatedly opposed the expansion proposal. Many felt that the quality of life which makes Rockridge a desirable and economically productive neighborhood would be severely damaged by a huge corporate presence in our small neighborhood shopping district. Several neighbors stated their intent to move out of Oakland if this destruction of the letter and spirit of the zoning were allowed. Objections were based on the loss of residential units, massive scale of the development, traffic, and environmental concerns. People came from several other community organizations and neighborhoods in support of Rockridge concerns over the threat to local zoning, concerns that many of them share.

The two-hour meeting started late, and fully one-half of the allotted time was spent on speeches by Jordan and other officials about "process." Neighbors had just under an hour to speak of their often complex concerns, resulting in a great deal of impatience about the meeting's structure. The announced meeting format, described in the flyers sent

Continued on next page

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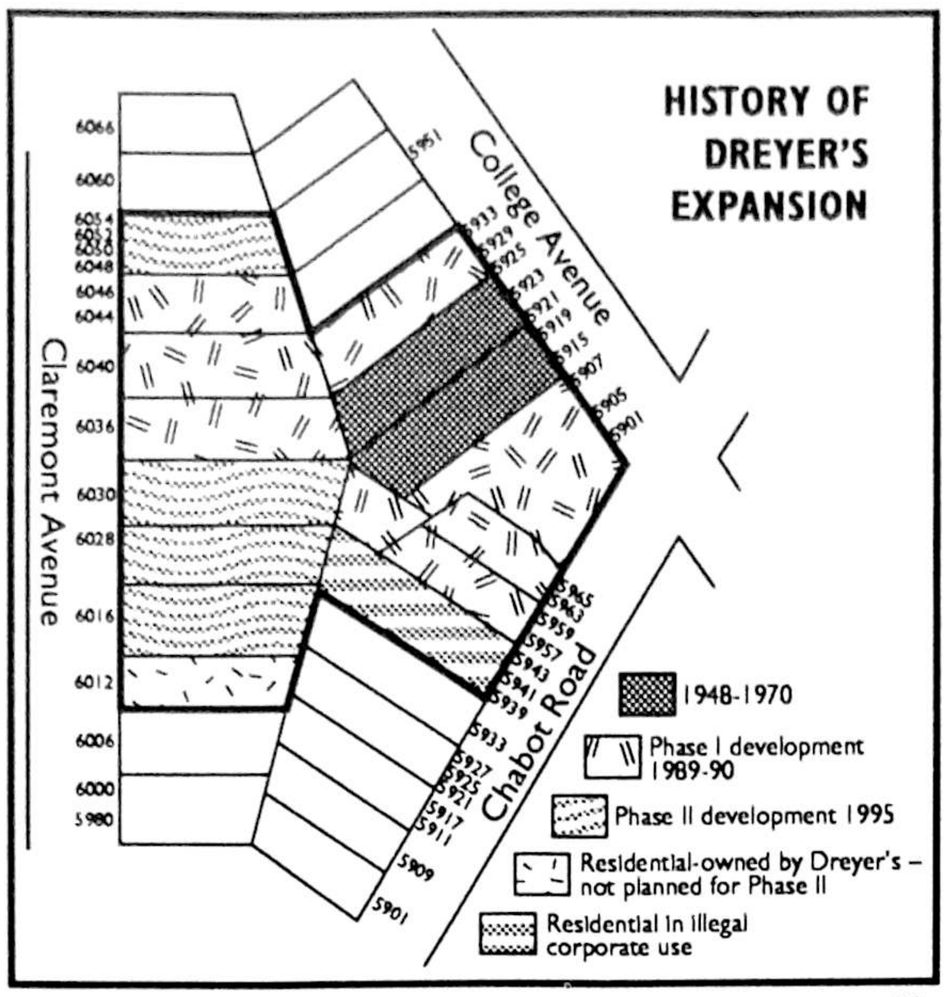


to neighbors as a "forum," and by Jordan as a "dialog," led participants to believe that the evening would include answers from Dreyer's and City officials. However, no answers to any direct questions were available, and promises that responses would be available in the future left many people frustrated and angry.

History of Dreyer's Expansion

Dreyer's has been in Rockridge since 1948. For its first 22 years, Dreyer's only covered two lots on College Avenue. The map above shows the exponential growth from two lots to 15 (some since consolidated into large lots) totaling about three acres under Dreyer's ownership in 1995. Most of this expansion has occurred under the present management since 1975.

Residential use has been a major casualty of this rapid expansion. The neighborhood has lost eight housing units on Chabot Road and nine housing units on Claremont to corporate ownership and use. Three lots, totaling 10 housing units, were acquired by individuals in 1984 and 1985 in their own names (one was a Dreyer's corporate officer) and, by late 1986, all three lots had been deeded over to Dreyer's.



Dreyer's—Who Calls the Shots Now?

Swiss-based Nestlé Corporation has become the majority stockholder in Dreyer's Grand Ice Cream, Inc. Acquiring 22% of Dreyer's stock last year, Nestlé's strong ownership position has allowed it to place two people on Dreyer's Board of Directors: Timm F. Crull, retired Chairman of Nestlé, USA, Inc., and Anthony J. Martino, retired Executive Vice President and Chief Financial Officer of Nestlé, USA, Inc. (When the GE Pension Fund acquired $101 million in Dreyer's convertible bonds, Jack O. Peiffer, retired Senior Vice President of Corporate Human Resources for GE, was added to Dreyer's Board as well.) This move sharply limits the autonomous decision-making capabilities of Dreyer's management.

Nestlé's Boycott Hits Home

Complicating Dreyer's future, and tarnishing its public Mom-and-apple-pie image, is the international boycott of Nestlé and its subsidiaries. The boycott is a response to Nestlé's unremitting campaign to establish its infant formula as a viable alternative to breastmilk in underdeveloped countries. In violation of the World Health Organization's guidelines, Nestlé continues to illegally promote its formula by providing it free to new mothers, health workers, and hospitals—free just long enough for breastmilk to dry up, ensuring that newborns begin life being bottlefed rather than breastfed.

The result, especially in Third World countries where formula can cost as much as 50% of a family's income, has been tragic. The expensive formula is diluted, often with polluted water that leads to infant death from diarrhea, or the formula is diluted to the point where babies slowly starve to death from malnutrition. It is estimated that 1.5 million infants die every year from problems associated with the use of formula rather than breast feeding.

The boycott begun in the late 1970s, and the subject of a World Health Organization international conference in 1979, continues to be supported by the World Health Organization and UNICEF. And, according to the New Haven, Connecticut-based Action for Corporate Accountability, **the boycott now includes Dreyer's ice cream products** because Nestlé is Dreyer's majority stockholder.

Things Change

Dreyer's, since 1985 a Delaware-based corporation, is no longer just one of many small College Avenue businesses. It is intertwined with and partially controlled by one of the world's largest corporations whose disregard for human rights has been internationally denounced. Additional information about the Nestlé Boycott may be obtained by contacting Action for Corporate Accountability, 129 Church Street, Suite 703, New Haven, CT 06510-2005, (203) 787-0061. ■

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Letters to the Editors

The following letter to William C. Collett, Treasurer of Dreyer's Grand Ice Cream, dated June 3, 1995, was received by The Rockridge News.

Mr. Collett,

Because of a prior commitment, I was unable to attend your Open House.

My questions for you, had I been able to attend, would have been:

1) What is an international company, such as yours, doing in a neighborhood zoned for housing and small businesses?

2) Why doesn't an international company, such as yours, have its offices in downtown Oakland, where there is ample office space, very good public transportation, and ample access to freeways?

3) Why, in the face of prolonged opposition from the neighborhood, do you persist in attempts to expand a business that does not belong and is not wanted here?

Dreyer's has NOT been a good neighbor; it contributes nothing to the local neighborhood. Instead its very presence serves to diminish the very characteristics that make Rockridge an attractive and viable community.

Sincerely,
Ethel S. Ruymaker
Hillegass Avenue

The following letter to Joe Waller, Chairman of Nestlé USA, dated June 28, 1995, was received by The Rockridge News.

Dear Mr. Waller:

This concerns the Dreyer's Corporation, which proposes to build a 57,000 square foot addition to its corporate offices in the Rockridge district of Oakland.

I have lived for 25 years in this attractive neighborhood made up of small business and residential units. Many citizens here have worked hard to preserve the human proportions and pedestrian-oriented character of our Rockridge environment.

The enclosed "Viewpoint" [June 20, 1995] from the local *Montclarion* newspaper speaks for itself. I also enclose a newspaper account of a recent community meeting on the Dreyer's issue [*Montclarion*, June 27, 1995] and a "Rockridge Alert" produced by the Rockridge Community Planning Council (RCPC). For reasons clearly set forth in the above documents, I am boycotting all Nestlé and Dreyer's products and am encouraging my neighbors to do the same. Many Rockridge residents feel they were ill-used in 1990 by Dreyer's (and the City Council) in the construction of Dreyer's initial huge building, and are prepared, if need be, to fight long and hard against this second one. I am afraid that this addition as well as the continued presence of Dreyer's will represent a source of continued and escalating conflict in Rockridge.

No one that I have spoken to wishes to drive Dreyer's out of Oakland. It has been suggested to Dreyer's executives that the Downtown area would be a good location in which to relocate its headquarters. Renting space in an attractive location like Jack London Square would appear to be more cost-efficient for Dreyer's than undertaking new construction. It seems to me that such a relocation within Oakland would, in the long run, work in the best interests of the city, Dreyer's and our neighborhood.

Respectfully yours,
Robert A. Maynard
Lawton Avenue

Fall Tour

from page 1

Advance tickets are now available for the tour (less than three months away) for only $20. Tickets will be on sale the day of the tour for $25. Just clip and mail the coupon below with your check made payable to: RCPC Kitchen Tour. Your tickets will be mailed to you in late August.

Still needed are tour docents for the day of the tour. Docents will guide participants through the kitchens and help with food service. They will receive a free ticket for the tour. To volunteer as a docent, call Susa Kessler, 653-6248. For information about the tour, call Maya Nissanka, 658-5897. Realtors and kitchen specialists are invited to place an ad in the tour brochure. To do so, please call Jamie Penny at 655-7139. ■

YES!

I want to join the fun at **A Tasteful Tour of Rockridge Kitchens '95**. Please send me the tickets I've ordered.

_____ Number of tickets x $20 advance price = $ _____ total enclosed

Name _____

Address _____

City _____ State _____ Zip _____ Phone _____

Please mail this coupon, with your check or money order payable to: **RCPC Kitchen Tour**, along with a self-addressed, stamped envelope to: **RCPC Kitchen Tour, 5856 College Avenue #130, Oakland, CA 94618**. Thank you!

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:

July 19 Movie: Forrest Gump

July 26 Lecture by Eleanor Vinsant, L.C.S.W., on "Alzheimer's Overcomes Fear"

August 2 Charles Fitch: slides

-Virginia Zobian, Program Coordinator

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THE NEIGHBORHOOD MERCHANT

by Trish West

Ahhhh, I'm in heaven! A little golden cherub hovers nearby as I relax under the talented hands of massage therapist Kim.

When my allotted ten minutes are up, I'm so relaxed that I practically ooze over to the comfy blue sofa in front of the flickering fireplace. Clive Scullion, co-owner of Chimney Rock Springs, is waiting to tell me about his new business.

The story starts back in the mellow early 1970s, when Clive was known as "The Spiritual Master of the Hot Tub." The revolutionary fervor of the times influenced him to install backyard hot tubs for very little money, and the story of this seemingly outrageous idea was picked up by *The Daily Cal* and syndicated nationally.

CHIMNEY ROCK Springs
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547-4313

A few more years into the 1970s, along came the oil crisis, and people got interested in alternative ways of heating their homes. Clive switched gears and opened Clive's Fireplace Service. As a general contractor, he was—and is—well qualified to install any kind of fireplace, from wood-burning to gas.

In the spring of 1995, Clive and his wife, Jo, opened their present business. Chimney Rock Springs is a great place to come for information on all kinds of fireplaces. Clive remarks, "The new fireplace technology can deliver both aesthetics and an eventual savings on PG&E bills." These fireplaces burn cleanly, meet Environmental Protection Agency requirements, and can be vented right into regular ducts. Unfortunately, Clive says that contractors on some of the new construction in the hills found themselves having to cut a few corners, and quality fireplaces were, in many cases, one of the areas sacrificed. "The difference between an adequate fireplace and a great one is often less than $1,000," he claims.

If you're confused about what City codes require in the way of fireplace equipment, Clive is the person to set you straight. He's conversant about Berkeley's damper requirement and Oakland's spark arrester requirement. He can also tell you about what he considers the greatest danger connected with The Big One, or even with a smaller earthquake: falling chimneys. Clive and his crew just finished dismantling a chimney on Hillegass, and I envy that homeowner's new peace of mind.

To beautify your new fireplace, the shop carries a selection of mantels in natural woods. They are ordered from a company in Colorado that builds them to your specifications (obviously, careful measurements are essential) and yield a custom look at a lower price.

Adding to the ambience of Chimney Rock Springs are the lovely hand-crafted quilts on the wall. They are a generous loan from Rockridge quilter Jill Nokamura. Her offer typifies the warm welcome Clive and Jo have received from their neighboring merchants, who brought by homemade cookies and good-luck wishes.

Clive and Jo's shop is planned to be a store for all seasons. Summertime brings a new emphasis on spa equipment and massage tables and chairs. A sample of the latter was the location of my celestial massage, which is only $5 for a glorious ten minutes. And the cherub that watched over me is perched atop a brass weather vane, one of a series also available at the store.

Fireplaces, spas, massage equipment, and much more—it all awaits you at one of College Avenue's newest and friendliest establishments. ■



Photo by Theresa Nelson

Exploring Victorian Rockridge—***The Simonds house (pictured above) at the southeast corner of Hudson and Shafter—plus many more—will be featured in a slide lecture titled "Exploring Victorian Rockridge" to be given by Jennifer Katz at the July 20 RCPC General Meeting. The presentation will be a survey of homes and businesses built in Rockridge before 1901, with an emphasis on the history of the district and its pioneering settlers. The Simonds house was designed in 1893 by the architect Leo Nichols for San Franciscan Charles G. Simonds, a newspaper agent for the* Examiner. ***Also included will be the villa homes along Chabot Road, the surviving Victorian-era homes on College Avenue, and the sites of the saloons, stores and school. The RCPC General Meeting is open to all and no reservations are necessary. It will be held on Thursday, July 20, 7:30 p.m. at the College Avenue Presbyterian Church, 5951 College Avenue.***

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College Avenue Walking Tour

by Jennifer Katz

On Sunday, July 30, 1995, Oakland Heritage Alliance (OHA) will offer a walking tour of the College Avenue Commercial District. The tour begins at 10 a.m. and will last approximately two hours. The cost is $4 for OHA members and $6 general. No reservations are necessary. Meet at the corner of College and Kales opposite Diesel Books. Jennifer Katz and Sharon Moore, who have previously led tours of Temescal and Rockridge neighborhoods, will conduct the walk. The tour will focus on the history of College Avenue, highlighting residential and commercial buildings of the 1910s and 1920s. For further information on this and other walking tours, call OHA at (510) 763-9218. The following is a short quiz on College Avenue history to whet your appetite.

1. The College Avenue building shown here was constructed in 1911. What was its original purpose, and what is it now called?

2. The original sub-division map of Vernon Park, which covered what is now lower Rockridge, was filed in 1868. What was College Avenue then named?
a. University Avenue
b. Vernon Avenue
c. Main Street

3. During the Victorian era, what two immigrant groups built the most dwellings along College Avenue?
a. Italians
b. English
c. Irish
d. Spanish

4. In 1892, Isaac Bottomley's College Avenue saloon was said to be the most notorious place in Alameda County. Where was it?

5. Listed below are three buildings constructed in the 1910s on College Avenue which have been demolished. Match each building with the reason why it was *ultimately* torn down.
a. firehouse at Birch Court
b. original Claremont School at Birch Court
c. Chimes/Uptown Theater near Shafter
A. earthquake safety
B. freeway right-of-way
C. didn't meet current fire code

6. McNally's Pub at 5352 College Avenue was intentionally designed to

See "Walking Tour" on page 9



Discover the identity of this College Avenue building and other facts of Rockridge history by taking the accompanying quiz. Photo: Oakland History Room, Main Library

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.

On Thursday, May 25, about 11 p.m., on the **5300 block of Manila near College**, two local merchants were robbed and pistol whipped by four hooded and masked black youths. Their estimated ages range from 16 years to about 19 or 20 years, and each had a gun. One of the victims received a concussion and was taken from the scene by ambulance. The four suspects apparently had a get-away car, and the police believe they were involved in a number of similar incidents in which their car was described as an early '80s Toyota-type auto.

On Sunday, June 4, about 4:30 a.m., on the **5900 block of Chabolyn Terrace**, an alert resident called the police when he heard suspicious noises in his neighbor's garage. Police arrive and apprehended one man as another man fled. Stolen merchandise from several garages on the street was recovered from their automobile, which was also stolen. Police subsequently chased and caught a second car that drove by and then attempted to flee.

On Saturday, June 10, about 2 a.m., on the **5800 block of Lawton,** several young black men, aged 18 to 20, mugged a man and took his wallet. He was continually punched in the face and received injuries. No weapons were involved in the robbery. Police remarked that a number of other similar robberies have occurred, and the suspects were seen leaving one of them in a red van.

On Friday, June 16, about 10:40 p.m., **near the Rockridge BART parking lot**, two adults entering their automobile were held up at gun point. With a gun to her head, the woman's purse was taken, as well as the man's wallet and credit cards. The thieves then ripped the cellular telephone out of the car and were attempting to force the woman into the trunk when they were startled off by other sounds. Both suspects are black, wore royal blue ski masks, and had large calibre guns (one gun had blue tape wrapped around it). One of the suspects is about 25, 6' tall, weighing about 200 pounds. The other, about 20, is 5' 10".

If you have **any** information about the above incidents, please call the police immediately, and then call the Crime Alert Hot Line. ■

ROCKRIDGE CRIME ALERT HOTLINE

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

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Walking Tour

from page 8

look like: (bonus if you know *why*)
a. a church
b. a penny arcade
c. a streetcar station

7. Streetcar service on College Avenue began in 1904. When did it end?
a. 1936
b. 1946
c. 1956

Answers: 1) The building was the clubhouse for the Vernon-Rockridge Improvement Club, which was instrumental in obtaining improvements and city services for the Rockridge district. It is now The Hut at 5515 College and has been extensively remodeled. 2) a 3) b & c 4) At the northwest corner of Hudson where the Hudson Bay Cafe building is presently located 5) a-C, b-A, c-B 6) a (The design was in response to a nearby church congregation that opposed the tavern.) 7) b

En Passant

Noted in passing: the "eggsceptionally" clever window display at Magnani Poultry (6317 College). A flock of chickens and good-egg friends are enjoying a camping trip. The cookout includes pan-fried fish and wedges of watermelon. Near the pitched burlap tent, one literary chicken is catching up on its vacation reading—"All My Chicks." Magnani's owner, Sharon McCormick, is the wit behind this mise-en-scène, which hasn't escaped the notice of *Chronicle* columnist Herb Caen.

Comments

by Sheila Jordan, Councilmember District 1

Sleeping Policeman and Other Traffic Solutions

As Rockridge residents, you are now aware of the city's Neighborhood Traffic Control Plan because you may have attended meetings on it, driven over newly installed speed bumps, or read the recent exchange of letters in local papers criticizing and defending the plan.

Citizen demand for traffic relief has been high in North Oakland since I took office. We are heavily affected by several freeway exits and on-ramps and by commuter traffic cutting through neighborhoods to avoid crowded arterials or busy intersections. In many flatland areas, there are crime-related traffic problems, including speeding and "donuts" in intersections. Two years ago, when the city council held public hearings on traffic problems, 800 citizens attended, 200 of them from North Oakland. We responded by funding a three-year program to "calm" neighborhood traffic, and authorized a wider range of mitigation measures, including speed bumps, known in Europe as "sleeping policemen."

A volunteer traffic advisory committee assisted me and my staff in dealing with the hundreds of requests for mitigations from North Oakland. We organized the district into 23 "sectors," where residents organized their neighbors to make traffic proposals. Many smaller neighborhood-level meetings were held, and my traffic committee hosted a number of large meetings.

The process culminated in neighborhood plans submitted by sectors, and the final decisions were made by the city's traffic engineers. We agreed to prioritize the most serious problems first, to protect children and seniors, and to respond to requests with a high degree of consensus. Speed bumps, for instance, required petitions signed by 67% of the addresses on a block before they are even considered. Most areas were able to reach agreement, although some plans started out very grandiose and got pared down in response to neighbors' feedback or opposition. Only two areas in North Oakland experienced any serious contention in this entire process, and, interestingly enough, they were both in Rockridge.

Although some people, particularly those (like myself) used to cutting through small local streets, may dislike the speed bumps that make us slow down, it helps to remember that the people living on those streets are overwhelmingly expressing their support and satisfaction. They report a dramatic improvement in their quality of life.

We are now evaluating the first-year program and are accepting requests for second-year funding. Please call or send comments to Traffic Engineering at 238-3477, or to my office.

Councilmember Sheila Jordan may be reached at City Hall, Oakland 94612, or at 238-3266. ■

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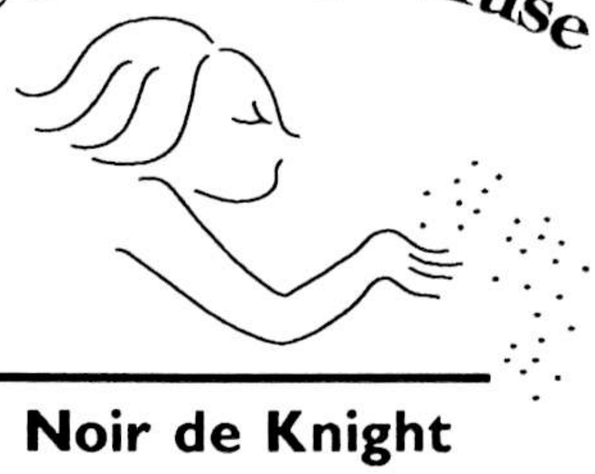
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The breads are baking, the coffee roasting, the brews brewing, the zucchini almost ready to zuc. Summer's in and it's time to nosh, read, and walk. A real Rockridger can do all three at the same time.

"Songs I Want to Sing"

Our favorite First Federal diva, Betty Baker Bindner (manager of the College Avenue branch of the S & L) gets to do whatever she wants—in front of the footlights, that is. In a one-person show, a benefit for the Masquer's Playhouse building fund, BBB will sing her favorite Broadway show tunes. Sometimes, that might mean singing a song written for a male singer, for example "Corner of the Sky" from "Pippin." This unique performance will be given on Sunday, September 17, at 7 p.m. and Sunday, September 24. at 2:30 p.m. in Point Richmond on Park Place. Champagne and dessert after the performance. Call 439-3921 for tickets ($10) or to leave a message.

The Rockridge Muse



Noir de Knight

Perhaps you met local author J.D. Knight when he appeared at Diesel Books several months ago. Or perhaps you were his Colby Street neighbor during the seven years he was writing his recently published first novel, *Zero Tolerance*, a fast-paced caper that captures the many faces of Oakland. Knight's protagonist, hard-boiled private eye Virgil Proctor, who lives in a studio apartment at the edge of St. Mary's Cemetery, moves across landscapes that locals will immediately recognize. While the title ostensibly refers to government policy toward marijuana growers, it also characterizes Virgil's attitude toward seeking justice for a friend. Check it out, sweetheart.



Second Thoughts

Remember The Muse's item in the May issue of *The Rockridge News* about Rockridge resident and Royal Coffee aficionado, Cliff Stoll, author of *Silicon Snake Oil: Second Thoughts on the Information Highway*? Stoll has been interviewed by every columnist, every TV and radio commentator, and now you, yes, you, will be able to get in your own questions when he appears at Diesel on Wednesday, July 26, 7:30 p.m., 5433 College Avenue. Be warned: he jumps around a lot and (gasp) hugs people. The Muse knows!

Quick! Before we're all overcome by zucchini, lure The Muse in from the vegetable garden with a little "arts news" for the mid-September issue. Send it to 5856 College Avenue, #130, Oakland, CA 94618. ■

Changes on College Avenue

White Rose Skin Care

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(part of Walkabout space)

Facial treatments, waxing, and make-up lessons are a few of the services at Celia Lopez's shop. She is a licensed aesthetician and has worked at Sonoma Mission Inn.

Hours: By appointment

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(former site of Norman's Restaurant)

Would Mona's smile be less enigmatic if she were holding a cup of espresso? Find out at the Avenue's newest coffeehouse, where owner Lisa Wilson offers "An atmosphere of elegance without the elegant prices." How about Pavlova, tiramisu, or panna cota to accompany your mocha? You can sip your brew on the patio or retreat to the back room and its antique furnishings.

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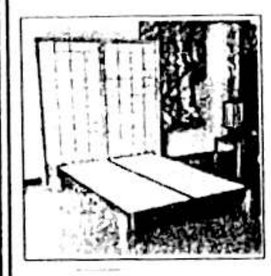
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Zoning Applications

This column provides a list of new and continuing City of Oakland Planning Department applications as well as decisions affecting the Rockridge area. RCPC tracks all commercial and residential applications, usually provides comments on proposals to the City's Planning Commission, and brings to the attention of the Rockridge community those propositions that merit community-wide concern.

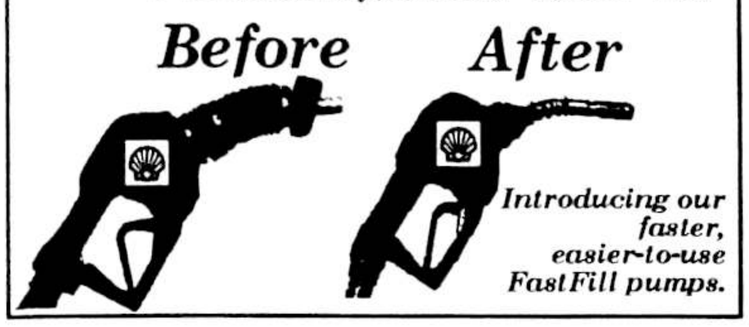
The information listed in the column is taken from the Planning Commission's agenda, the Commission's final report to the applicant, and/or the case file or comments made at public hearing. The number following the applicant's name and address is the Planning Department case number. Call the Planning Department at 238-3911 for additional information on a particular item.

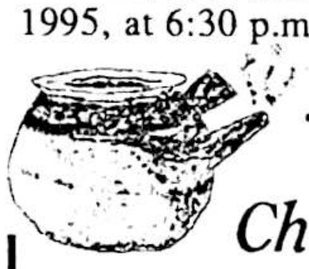
City Planning Commission/ZT95-67 (Amendments to Zoning Regulation Section 9300)

Proposal by Planning staff to streamline non-residential Design Review process for "minor" changes in color, signs, awnings, and other changes for existing facilities. Planning Commission approved proposed changes and guidelines for implementation at June 21, 1995, meeting, with direction to staff to develop an abbreviated notice procedure before referring it to City Council for adoption.

Secci, Christina/5701 College Avenue (corner of Miles Avenue; former site of Cleaners USA) CMD95-91

Application for a Major Conditional Use permit to establish a General Food Sales Commercial Activity with outdoor seating (Sidewalk Cafe Facility) and for Design Review to install new business signs for a fresh juice bar. June 21, 1995, hearing continued to July 26, 1995, at 6:30 p.m. ■

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Gardening Help

Gardener who has lived in Rockridge for 25 years seeks gardens to tend. Gives consultations, plant care, weeding, planting, mulching, pruning, watering. Will work in garden with client. Has references. Bobbie, 655-5608.

Beginning Taiji Quan Classes in Rockridge

Starts September 6, Mondays and Wednesdays. 7:15 to 8:15 a.m. at Danspace, 473 Hudson. Meditative, grounding movement develops balance, awareness, relaxation, body, mind, spirit. First class free. Karen, 601-1619.

Professional Massage

Why go to Calistoga when you can get a professional massage or acupressure treatment on College at Alcatraz? Mention *The Rockridge News* for 20% off your first session. Robin Bishop, CMT, This Is It Salon, 652-8900.

Seismic Analysis

Bolting your foundation may not be enough for your home. Get your home evaluated by a professional engineer. Two-hour visit plus written report for $200. Call Rockridge resident Mark T. Swingle, PE @655-2639.

Structural Design

If you are planning a remodel, addition, or foundation replacement, get me on board early in the project to cut costs and assure the best value for your money. Call Mark. T. Swingle, PE @655-2639.

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