THE Rockridge News

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

Rockridge Artists Hold Holiday Open Studios

by Liz Maxwell

Six artists in the Rockridge area will open their studios to show their art to the public on Saturday and Sunday, December 2 and 3, from 11 a.m. to 5 p.m.

This is the second year that neighborhood artists have organized to open their studios during the holiday season. Some of the participants were involved in Pro Arts' 1995 Open Studios in June, but they will have added new work for the upcoming exhibition. The range of art offered includes paintings, sculpture, ceramics, books, watercolors, prints, pastels, and small items suitable for gifts.

Gerta Farber's figurative, abstract, and architectural watercolors incorporate expressionistic handling and bold fauvist colors. Cards, prints, and earrings will also be on display at her studio, **5727 Claremont Avenue** near Colby.

See "Open Studios" on page 3



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

***KNEADING RAISES DOUGH FOR THE NEW ROCKRIDGE LIBRARY** Nancy Dutcher (left center), chair of Neighbors for a Rockridge Library, and Gail Wiemann (right center), Rockridge Branch Librarian, gratefully accept a $600+ check from Great Harvest Bread Company owners, Denise and Tim O'Keefe. The O'Keefes donated the profits from Sunday, October 22 bread sales, when more than 20 volunteers "rose to the occasion" kneading, baking and selling bread to benefit the new library.*

Standing Room Only at Dreyer's Hearing

by Kathy Walsh, Co-Editor

Hearing Room #1 in the newly refurbished City Hall was jammed on the evening of October 11. Many in the spill-over crowd filed into an adjacent room where they could watch the Planning Commission proceedings on TV. (Those at home were able to watch the live broadcast on KTOP's Channel 11.)

Public Testimony

RCPC Chair Mary MacDonald, Rockridge resident and lawyer, started off the public comments with an overview of the problems posed by the Draft Environmental Impact Report (DEIR). She noted that "the project is completely antithetical to the C-31 zoning adopted by the City and it would require six conditional use permits."

She went on to say, "The Rockridge Area Plan, recently accepted by the Planning Commission, funded by the City and developed by many organizations and individuals inside and outside of Rockridge, including the Oakland Development Council

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General Membership Meeting Agenda

Thursday, November 16, 1995, 7:30 p.m.
College Ave. Presbyterian Church
5951 College Avenue (Sanctuary)

- **SIEU Local 790 – New Contract**
  Margaret Cunningham, Organizer & Negotiator
- **Officer Herb Noss – Rockridge's new community police officer**
- **Dreyer's Update – Proposed mediation**

Please note: RCPC's December general membership meeting will be held on **Thursday, December 14** (not on December 21, as previously scheduled)

Meet Rockridge's New Community Police Officer – November 16

Rockridge has another new community police officer, Herb Noss, and indications are he will be around for a while, unlike his predecessors! Come to RCPC's November 16, 1995, General Meeting at 7:30 p.m., at the College Avenue Presbyterian Church to meet Officer Noss and hear how he perceives his role, how the City currently views community policing, his observations about Rockridge, and what projects he has been involved in. This is also your chance to let Officer Noss know what role you think a community police officer should play and make specific requests for assistance. Don't miss this chance to build bridges with the people who are here to help you! ■

Book Corner

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

Timing

David was about to become a godfather. His first official duty was to babysit the older child while the baby made its way into the world. Both parents had been at the hospital since early morning. Now it was suppertime, but still no word. David's small companion Claire was fractious and weepy, both sensible responses to the anticipated invasion of The Competition. Claire told David there was no room for a baby; it was crowded already. "It will be in Mommy and Daddy's room, so it won't bother me. But then it will get my crib!" David prepared dinner, but his selections did not find favor. "I think this is the wrong color of salad." It looked to be a long night.

As the hours sludged by, Claire began her elaborate approach pattern toward bed. Of course there was the glass of juice, then her jammies were wrinkled, and the book about the monkey reminded her of a story. David sang the only song he knew by heart, "One Hundred Bottles of Beer on the Wall." Twice. But he was encouraged when they moved into Claire's room so that she could begin the careful arrangement of her stuffed animals on and around the bed. The politics of who should be next to whom was a veritable Serbo-Croat canvas of shifting alliances. So it was slow work. David tried to speed the diplomatic process by handing her one from the pile, but a squall of crying ensued: "Hippopotamus *hates* Squirrel!" So he sat on the rug with Simba and waited while Claire lined them up, leaving a small space for herself in the very middle.

"Well! (very hearty voice) Don't you think it's about time to go to bed for real, huh?" (Big mistake: the solicited opinion)

"NO, NO...My mommy needs to come home!" He waited until her eyes stayed closed, and then padded out to watch reruns.

He must have napped, for he was jerked awake by an outraged cry and a thump. He glanced at his watch. It was five minutes past midnight. He found Claire on the floor. "What happened? Did you fall out of bed?"

"NO! I was pushed. Something pushed me out of my bed!" He comforted her, and they settled down on the couch to watch "Cheers" and fell asleep again.

The call awakened them: "She's here! The baby's here. Seven pounds, four ounces!"

David asked, "When was she born?"

"Oh, let's see, it was.... Yes, it was exactly five minutes past midnight."

Below, titles for preschoolers about The New Baby:

A Baby for Max by Kathryn Lasky, et. al. Scribner, 1984.

Don't Wake the Baby by Jonathan Franklin. Farrar, Straus, Giroux, 1991.

Julius, the Baby of the World by Kevin Henkes, Greenwillow, 1990.

The New Baby by Fred Rogers and Jim Judkis. Putnam, 1985.

The New Baby at Your House by Joanna Cole. Morrow, 1985.

She Come Bringin' Me that Baby Girl by Eloise Greenfield. Lippincott, 1974.

ROCKRIDGE BRANCH LIBRARY

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HOURS

Monday, Tuesday, Thursday, Saturday: 10:00 a.m. - 5:30 p.m.
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PRESCHOOL STORYTIME: 1st and 3rd Tuesdays at 10:30 a.m. and 11:00 a.m.

TODDLER TIME STORY HOUR: November 18, 11:30 a.m.; November 25, 11:30 a.m.; December 23, 11:30 a.m.; December 30, 11:30 a.m.

HARVESTTIME STORIES AND SONGS FOR FAMILIES: November 22, 7:00 p.m.

FOR FAMILIES WITH CHILDREN FROM KINDERGARTEN TO THIRD GRADE: Colibri Presents Music and Songs from Latin America, November 15 and 29, 7:00-8:00 p.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 December 16. To advertise, call Susan Montauk at 547-3855. **December deadline is November 30.**

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Fourth Annual Rockridge Halloween Parade A Real Treat

by Theresa Nelson, PARKS Committee

Thank you, thank you, thank you! More than 300 young children enjoyed the fourth annual Rockridge Halloween Parade and treats from our College Avenue merchants on Sunday, October 29. The children's costumes were even better than last year, and many parents came in costume, too. Most enjoyable were the wonderful treats which were generously donated by over 50 College Avenue merchants.

Our special thanks to Steven "the Clown" Gutherie, who helped begin and lead the parade; Officers Jeff Israel and Wendy Rae, who helped make sure that everyone crossed the streets safely; all of our volunteer traffic monitors; Jennifer Koney-Li, "the princess," who did face painting before the parade; Rockridge Kids store and Nishan, our major parade co-sponsor, and Jeff Stephens, who ably organized and chaired this year's parade.

The families who participated in the parade support College Avenue merchants, and we appreciate the support of our merchants for this family event. The parade was organized and sponsored by PARKS (People Advocating for Rockridge KidS), a subcommittee of RCPC's Open Space Committee working to develop a park for young children in central Rockridge. For more information about PARKS, please call Theresa Nelson at 420-0539. ■

THANKS!

Our most heartfelt thanks to our wonderful College Avenue merchants, who welcomed the children and helped make this a happy and fun day for all:

(East side of College Avenue) Nan Yang, Super Cuts, Ag Photo/Digital, TranSports, Sierra Club Bookstore, Yogurt Delight, Capezio Dance-Theatre Shop, Cotton & Co., Baby World, The Great Frame Up, Olive's Gourmet Pizza, Great Harvest Bread, Chimes Grocery, Levy's Bagels, Lillians', Pendragon Books, Cotton Basics, Itsy Bitsy, Rockridge Beauty Supply, Saturn Records, Citron, Pizza Rustica, Filippo's.

(West side of College Avenue): Aqueous, Spasso's Cafe, Warm Things, Katrina Rozell, Dreyer's, Global Entertainment, Isobune, United Studios of Self Defense, Talisman, Barney's Gourmet Hamburgers, Zachary's Chicago Pizza, Rockridge Rags, Jucy's, Bloomie's, Oliveto Cafe, Market Hall Produce, Rockridge Fish Market, Enzo's Meat & Poultry, The Pasta Shop, Grace Baking, Rockridge Antiques, Fenton MacLaren, Cactus Tacqueria, Rockridge Kids, Noah's Art, Eddie's Liquors, Cultural Artes, Diesel Books, Ideas for Cotton, Bear's Cave and Hudson Bay Caffe.

Open Studios

from page 1

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

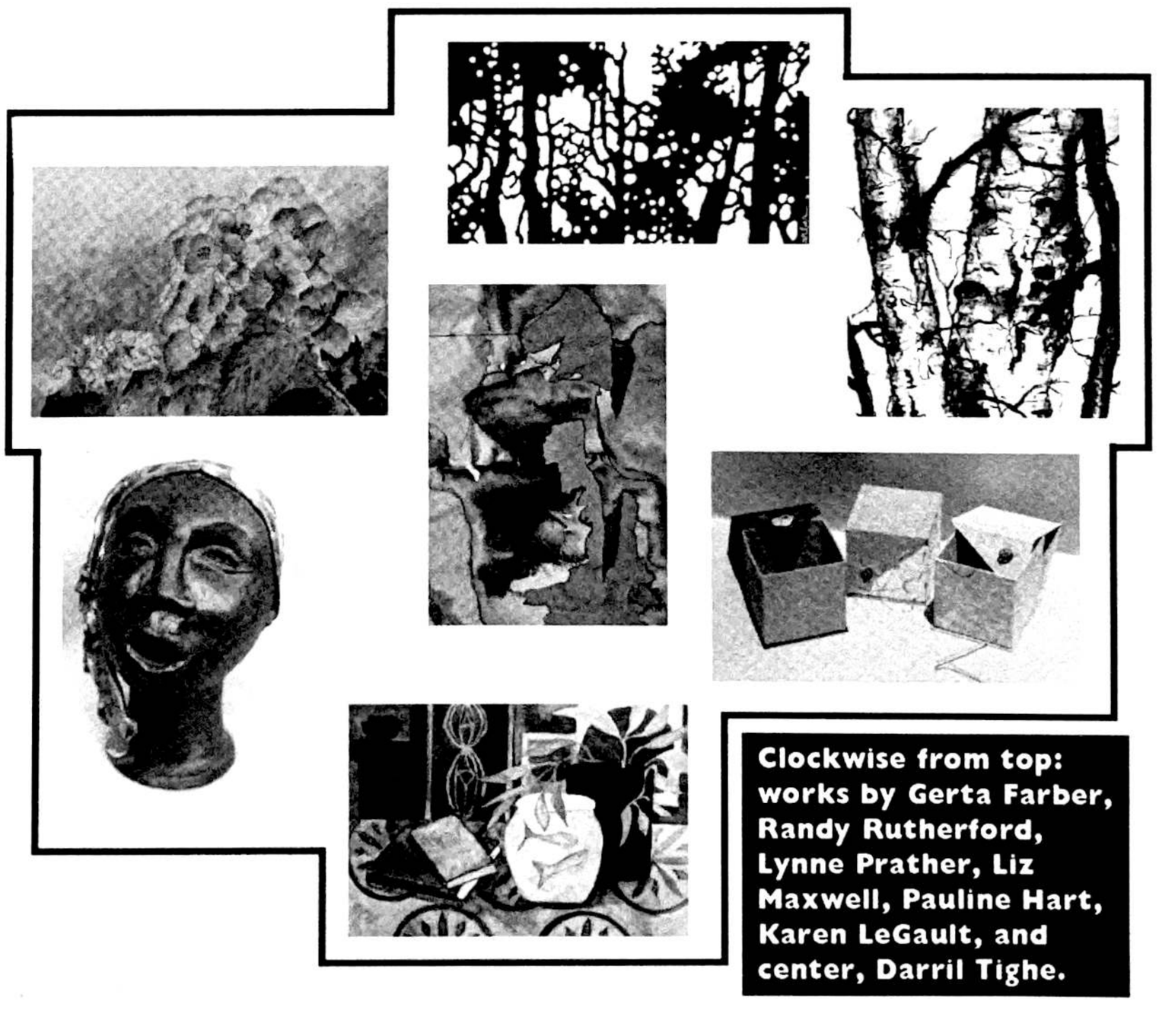
Karen LeGault is showing watercolors on rice and rag paper, combining Chinese compositions and brush-painting techniques with Western color and form. She will also exhibit large acrylic paintings on canvas. Her subject matter includes water, flowers, landscapes, and still life. Her studio is at **5233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

Liz Maxwell's work to be shown at her studio at **5805 Chabot Road**, just across Claremont Avenue, includes recently completed sculptures and paintings, both figurative and abstract in form. She also has a selection of small prints and watercolors, plus decorative items such as handpainted vases and trays.

Lynne Prather has been making blank books and one-of-a-kind art books for many years. Recently her work has expanded to paper structures and boxes. Her studio is at **6322 Colby**, at Alcatraz.

Award-winning watercolorist **Randy Rutherford** will exhibit his impressionistic and representational watercolors and drawings. Small and intensely colored, Rutherford's work displays a variety of styles, unified by a powerful affinity with the natural world. His home studio is located at **415 Hudson Street**, at the corner of Boyd and Hudson (entrance on Boyd).

Darril Tighe uses primarily watercolor to express a range of feelings through color, composition, and layerings in her abstract paintings. With an extended series of washes, she works toward complex color combinations that create a quality of translucence. Her goal is to evoke a state of reverie or reflection, through which the viewer is momentarily transported and then returns enriched. Her studio is located at **6441 Colby**. ■



Clockwise from top: works by Gerta Farber, Randy Rutherford, Lynne Prather, Liz Maxwell, Pauline Hart, Karen LeGault, and center, Darril Tighe.

Dreyer's Hearing

from page 1

and the Chamber of Commerce, does not even consider a development the size of Dreyer's expansion. The consensus of those framing the Plan was to maintain an 'urban village' character in Rockridge."

The following are excerpted quotes from other speakers who submitted their notes to *The Rockridge News*.

Ray Perman, Rockridge resident and local business person: "The EIR does not adequately assess traffic mitigation measures because it does not acknowledge the fact that, during rush hour, College Avenue becomes completely gridlocked, the College and Claremont Avenue intersection is operating at full capacity, and the traffic flow has an exceptionally high left-turn volume (50-60%). Rather, the EIR mitigation measures erroneously claim that there is unused capacity that could be utilized through the use of demand activated traffic signals and left-turn pockets.

"Regrettably, the real problem is not the intersection itself, but the grid-lock condition of College Avenue. The issue is not entering the intersection, but being able to exit it. Further, intersections with high left-turn volumes are not well served by left-turn pockets. More significantly, the installation of left-turn pockets would require the removal of between 35 to 50 on-street parking spaces, and limit access to neighboring driveways as well. How much should Rockridge citizens be inconvenienced, and how many public parking spaces should be given up for Dreyer's? What will be the effects? The EIR does not mention these significant secondary impacts."

Carl Anderson, on behalf of the Northern Alameda County Group of the Sierra Club: "Dreyer's was required to survey their employees in order to report to the Air Quality District the Vehicle Employee Ratio at Dreyer's. This information informs transportation planners, and the public, how many cars are transporting Dreyer's current workforce and where improvements can be made. ...Dreyer's failed to competently perform this survey. The results are not valid. The survey needs to be redone by those competent to do so. ...the Air Quality District [has rejected] the Dreyer's survey.

"...The Sierra Club, as always, strongly supports the evaluation of alternatives for projects where there are environmental concerns. Are we to believe that Downtown Oakland with acres of underutilized land would be overcrowded by the Dreyer's project while the Rockridge neighborhood has room to spare? Quite frankly, the analysis of the Downtown Alternative and the mythical discovery of an "environmentally superior site" on College Avenue is patently absurd. This is not helpful to the process of environmental review in the City of Oakland and needs to be redone."

Annette Floystrup, Rockridge resident and local business person: "Zoning is a legally binding economic contract between a city and its citizens. ...In Rockridge, College Avenue's zoning heavily determines all of our quality of life as well as property values and, in turn, the city's property tax income stream.

"As well as being a legally binding contract between a city and its citizens, zoning is also a social contract between neighbors which gives a defined framework for good-neighbor relations over land-use issues. A good neighbor who obeys the land-use laws preserves and enhances not only his own property value, but that of his neighbors as well. Conversely, a scoff-law neighbor can have a deeply detrimental effect on the community, and Dreyer's has proven to be such a neighbor."

Richard Smith, Rockridge resident, architect, planner, and development designer: "Dreyer's employment at the Rockridge office, between 1988 and 1995, has been growing at an average annual rate of 23 employees, or 19% per year — a doubling every 4 years. Moreover, Dreyer's expects to double its gross income in the next 5 years [itals] Forbes, 14 August 1995, page 42). That is a cumulative annual increase of 15%.

"Given these projections, Dreyer's will feel the need for more space in 1999 and will be back asking for an additional 114,000 square-feet. And an additional 228,000 square-feet in the year 2004. Total office space needed by 2004 is 448,000 square-feet.

"Is it not obvious that further expansions will be necessary? As a planning body, how does the Planning Commission visualize dealing with these expansions?

"The DEIR fails to take this, and an associated figure for employee growth, into account. The DEIR treats the project

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as a one-time final expansion. The failure to discuss the impact of subsequent phases, even if they are based on a hypothetical but plausible growth rate, is a major omission. Without discussing the need for subsequent expansions at this site, the DEIR is fatally flawed and, based on this alone, should not be certified."

Glen Jarvis, architect, and member of the City of Oakland's General Plan Congress: "The proposed design is a very long (264 feet), horizontally proportioned building with two rows of windows uniformly spaced and sized for the second and third floor offices above a first floor of parking. There are some horizontal offsets, but the Claremont Avenue elevation is one long uninterrupted clock. The only structure in the neighborhood similar in proportion and color is the freeway.

"...The main access for the parking garage expansion is around the west end of the building adjacent to the residences on Claremont and Cabot. The current parking lot is buffered by Yoshi's and even the small Yoshi's parking lot is buffered by a storage building. The EIR shows peak a.m. and p.m. rates of **100 to 200 cars per hour** in the driveway. Traffic at other times of day was not shown. The traffic count could increase beyond these conservative figures, especially if portions of the surface parking and/or garage were to be used for valet parking similar to the current use. This is a lot of traffic, noise and fumes to introduce to the **adjoining residences.** This **driveway** traffic level is more than on Cabot Road or any other residential street."

Planning Commission Response

Reactions from the seven Planning Commissioners were quite varied: two commissioners were openly hostile to several speakers who opposed the project, two commissioners posed excellent questions and made constructive comments, and three commissioners had little or nothing to say. At the end of the meeting, new Commissioner Linda Bytoff expressed an interest in getting the parties to talk with each other, and Chair Peter Smith created a subcommittee of the Planning Commission, consisting of Joe De Luca, Bytoff, and himself, to participate in the process.

The Final EIR

The Planning Commission hearing, an element of the California Environmental Quality Act (CEQA) process, was the required vehicle to receive public testimony on the adequacy of the Draft Environmental Impact Report (DEIR).

All information, comments, and questions presented at the October 11 hearing and in written comments submitted by the City on October 23 must be responded to in the final EIR to be prepared by Woodward-Clyde, the consultant for the DEIR. The final EIR must be reviewed by the Commission before it decides whether to certify the EIR. A certification is required before the Commission may vote on the permits which would allow the project to proceed. A vote not to certify would automatically stop approval of the project and is appealable only to the Superior Court, not the City Council.

What's Next

The October 11 hearing encompassed both the DEIR and the conditional use permit/design review issues, and the hearing on both topics was closed that night. The hearing on the required permits may be reopened at the discretion of the Planning Commissioners.

Since the hearing, the City Attorney's office proposed non-binding mediation, funded by the City, with the goal of getting the parties to agree on an alternative to the proposed project before City staff makes its recommendation to the Commission on whether to certify the EIR and approve/disapprove the project.

The City invited representatives of Dreyer's, the College Avenue Presbyterian Church, the local business community, and RCPC to participate, along with the subcommittee created by Commission Chair Smith. At RCPC's urging, the City will also include two Claremont Avenue residents in the proceedings. At press time, participation by all parties was expected to be confirmed.

The City anticipates that staff will not be ready to issue a report until January or February 1996. Further details on this development will be covered at RCPC's November 16, 1995, General Meeting, 7:30 p.m., College Avenue Presbyterian Church, 5951 College Avenue.

If nothing else, the City's willingness to engage in and fund mediation demonstrates its acknowledgment that opposition to the project is formidable. ■

Changes on College

Jucy's

College and Miles

(former site of Drycleaners USA)

The blenders are whirring away, whipping up smoothies and frappes. The juice bar is tended by Gina and Chrissy, daughters of Laura Secchi, who arranges flowers in her own shop just up the street. A personal recommendation: Hector's Nectar, a concoction of banana, pineapple, frozen yogurt, passion fruit, and orange and guava juices. Hours: 7 a.m. to 8 p.m. daily. Phone: 428-2100.

Bear's Cave: Antiques, Collectibles and Stamps

5405 College

Ben "Bear" Sawtelle (yes, he *is* a UC Berkeley alum) has put together an extensive collection of Southern California pottery from the 1930s and '40s. His wares include Bauer, Pacific, and Catalina Island brands. Stamps from around the world are available, too. Hours: Tues.-Fri. 11 a.m.-6:30 p.m.; Sat. 11 a.m.-5 p.m.; Sun. 12ish-5ish. Phone: 595-1583.

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3204 College, near Alcatraz

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juicy NEWS



Letters to the Editors

Dear Editors:

I oppose the proposed expansion of the Dreyer's headquarters. The project is too big for the area and fails to contribute to the neighborhood in any significant way.

Rockridge is a unique and vital part of Oakland. The giant footprint of the proposed project (the current building is generously scaled by any reasonable standard) is at odds with the small-scale character of College Avenue that has taken years to foster. This delicate balance should be encouraged with new small-scale projects. Dreyer's should demonstrate that it cares about the City and Rockridge by seeking another site in an appropriate part of the City, rather than engaging in tax roll blackmail. Meanwhile, the Planning Commission must have the courage to VOTE NO.

Jerome Buttrick
62nd Street

Dear Editors:

I am writing on behalf of many of us who live on Auburn Ave. regarding the proposed Dreyer's expansion. The overwhelming majority of my neighbors oppose this project for many of the following reasons:

1) **Precedent:** It will set a terrible precedent for other similar projects in Rockridge. The combination of R35 residential and C31 commercial zones on our area has produced a wonderful place for both living and doing business. If allowed, the Dreyer's project would make its complex **15 times** the size allowed by current zoning, creating a loophole large enough for projects of almost any scope to drive through. Why encourage erosion of such a remarkable urban success story?

2) **Traffic:** Dreyer's proposes a large three-story parking structure, thereby encouraging automobile travel in an area filled with mass transit opportunities. Most of us take BART, buses, and carpools to work. Why should the city encourage more traffic, noise and air pollution?

3) **Contribution:** The current combination of zones has produced a fine place to live and do business, contributing energy, diversity, jobs, and much-needed taxes to the city. Dreyer's has contributed very little. Most of its employees live elsewhere, it has shown no desire to compromise in any way with its current and past proposed developments, the retail spaces it very reluctantly provides are leased mainly to chain stores, and it contributes very little to the community in any other way. Further, its majority stockholders, Nestlé and General Electric, are giant, multinational corporations with extremely poor track records concerning community and social responsibility.

4) **Size and beauty:** Key to the success of our residential and commercial community is the diversity of its architecture. The present Dreyer's complex is a solid mass, incompatible with the feel of the rest of Rockridge. The new proposal will at least double that look and feel. One of the purposes of the R35 and C31 zones was to avoid the commercial corridors that frequently follow when a retail area becomes successful. Projects of this size belong in the downtown areas of cities, not the neighborhoods.

Finally, granting such a huge exception to our successful zoning plan to Dreyer's would essentially reward it for using tactics many of us regard as improper. For example, during its original expansion only a few years ago it claimed that it would not expand further, then turned around and proposed to **double** its size almost immediately after construction was complete. For example, it provided free facilities and equipment to candidates campaigning for city offices. For example, Planning Commission meetings have been filled and newspapers flooded with letters to the editor from "neighbors" in support of Dreyer's that none of us have ever seen before.

Luckily, the Planning Commission recently has shown remarkable spunk and intelligence in the face of such well-financed efforts by similar developers, and RCPC continually has come to the aid of its neighbors. Please keep up the good work.

Tim Hallahan
Auburn Avenue

Dear Editors:

Last month you printed a letter from a block captain who is proud to distribute *The Rockridge News*. I too am a block captain but I am increasingly disturbed by the one-sided view of the Dreyer's expansion plan.

Dreyer's has been a good neighbor, better than some neighbors I've had. Ms. MacDonald, Ms. Walsh and several other folks have thrown up numerous reasons why they believe Dreyer's should not expand in this neighborhood. Some of them are interesting questions, some of them are attempts to raise vapid issues. I believe this newspaper would be pressed to find one local merchant that wants to see them go away. And I believe a lot of people in this neighborhood feel comfortable that they are here. The only ones who appear to oppose the expansion are a few vocal folks.

Larry Moss
Mendocino Avenue

RCPC has obtained signatures of about 500 Rockridge residents, merchants, and local employees on petitions opposing the Dreyer's expansion, and a full-scale petition drive has yet to begin. About 300 people attended the Dreyer's meeting sponsored by Councilmember Sheila Jordan in June 1995, and about 100 attended the July EIR scoping meeting held by City planning staff. The majority of attendees were Rockridge residents and, with the exception of one or two comments, all were in opposition or expressed serious concerns. This same ratio held true for the October 1995 DEIR hearing. The City has proposed mediation of the issue (see article, page 1), a recognition of the substantial opposition to the project.

Editors

Dear Editors:

Like a flock of noisy birds occupying the tree tops, we hear city staff, politicians, and assorted cronies all chirping about the great economic value of Dreyer's. However, I find no evidence to support the cacophony.

I have been a Rockridge resident for almost 20 years, and moved my business to College Avenue about 5 years ago. Over the last six months I have conducted a casual poll of my fellow merchants asking how much impact Dreyer's current 200+ employees have on their sales. In almost every case, the answer is "none." Indeed, nearby merchants report that the daily number of Dreyer's employees walking onto College Avenue during noon or after business hours could be counted on one hand. Therefore, their economic value to most local merchants is next to zero.

In terms of employment, most all Dreyer's employees live on the other side of the Caldecot Tunnel. Hence, their value to the community as a major employer is also next to zero. Regrettably, I am unaware of any clear statements from Dreyer's about a "hire Oakland" policy.

Sales taxes are important to munici-

See "Letters" on page 11

THE NEIGHBORHOOD MERCHANT

by Trish West

Saturn Records

5488 COLLEGE AVENUE • 604-0335

I wander into Saturn Records just in time to see the 1974 LP "The Main Ingredient: Afrodesia" being slipped into a bag for a delighted customer who claims she has searched everywhere for a copy of this "vintage" album. The shop's owner, Scott Wax, turns to me and chortles, "See, people actually DO come here in 1995 and buy vinyl records!"

I've heard many people extol the virtues of LPs over CDs but never in the poetic terms that Scott, a self-taught musician and composer, uses: "A lot of the appeal of music is to our primal consciousness. Way back in the jungle of our collective past, a heavy bass sound warned that a large animal was on the prowl. Or a trumpet-like blare signaled the arrival of an elephantine creature. The textured density of those sounds engendered a visceral response. That layer is present in analog recordings but missing in the digital successors." Wow! That's an explanation that slips much more fancifully into the cranium than some droning talk about hertz and sonic range.

Saturn is definitely not your typical record store. Sure, you can pop in to pick up your favorite new-release CD, or have Scott order it for just a couple of shekels more than you'd pay in a towering megastore, but his spot on the Avenue is more about serendipity and playful exploration. That adventurous spirit is immediately obvious from a quick perusal of the album art that lines the walls and might juxtapose John Coltrane with Fred Flintstone. Scott notes, "This store is more about the context of music and culture as a whole. The layout reflects a whole world of possibilities. My goal is to encourage the anything-can-happen kind of experience, where you walk in and have no idea what kind of music you'll leave with."

Scott's eclectic approach to music is a refreshing alternative to those compartmentalized bins in the warehouse stores. It's obvious that he wants the customer to have fun. He explains, "What it comes down to is my rather childlike enthusiasm in wanting to share my toys with my friends." And just to make sure you're happy with a toy Scott recommends, there's a listening booth tucked away in a corner.

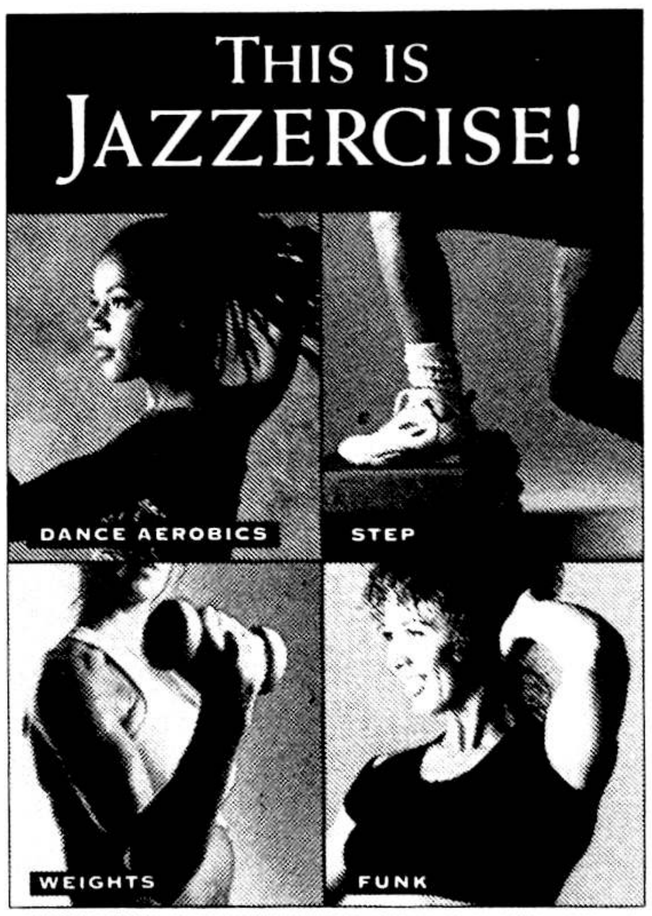
Surveying his kingdom of vinyl goodies from 1948 (the advent of LPs) to the early 1980s, Scott laments the conversion of classic records into CDs: "It's not just nostalgia to listen to a record; it's also receiving it in the audio AND visual format intended by the artist. The formatting of two 20-minute record sides, with a distinct break in the program at that interval, was fundamental to the planning of a record album from the day of Elvis Presley to the eve of Elvis Costello, especially for records like the Beatles' "Sgt. Pepper" (1974) and Van Morrison's "Astral Weeks" (1969). To compare it to another art form, listening to the CD version of a great LP is a little like watching a classic motion picture on commercial television instead of at the Castro Theater."

For me, an immediate attraction in Saturn is its bin labeled "Oddball." Right on top is an early 1960s record titled "Bagels and Bongos." Scott explains, "At this store, we like things that capture a point in time. We try not to let 'good taste' get in the way of our appreciation of a good idea." Flipping through the rack unearths other cultural treasures—"You're My Girl: Romantic Reflections by Jack Webb" (1958); "Turn On, Tune In, Drop Out" by Timothy Leary (1966); and "My Favorite Hits" by Mickey Mantle (1957). I see that a browse intended to last a few minutes can easily extend into an hour or more.

Scott's vinyl domain lies at one apex of a unique triangle of record stores that includes dba Brown and Berrigan's (both on Claremont Avenue). Comments Scott, "This is a mecca for record aficionados, especially lovers of jazz. There probably aren't three comparable stores in such close proximity anywhere else in the world. That's because of the unique cosmopolitan mix of musical interests that exists in Oakland and Berkeley."

I wrench myself away from Saturn's racks with this recommendation: Serve yourself up an audio and visual (not to mention visceral) treat and take a spin into Saturn Records.

Saturn Records, at 5488 College, is open seven days a week. Call 654-0335 for hours. ■



NEW LOCATION
FORMERLY AT CLAREMONT MIDDLE SCHOOL

BEGINNING SEPTEMBER 11TH
CARTER MIDDLE SCHOOL
4521 WEBSTER AVENUE FROM 51ST
M/W 5:45 PM REGULAR
TRACY 568-8060
T/TH 5:45 PM REGULAR
FLORI 451-7426
SAT 9:15 AM PLUS
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5830 College Ave. Oakland, CA 94618 658-5208

1550 Oakview Ave. Kensington, CA 94707 526-1010

Seasonal Happenings at College Avenue Presbyterian Church

5951 College Avenue (658-3665)

by Pastor Bill Beatty

Wed. 11/22 7:30 p.m. Candlelight Thanksgiving Eve Service

9:00 p.m. Set-up preparations for Merchants/Community/Church Thanksgiving Meal (4th Annual) in gym

Thurs. 11/23 Merchants/Community/Church-Sponsored Neighborhood Thanksgiving Meal, in need of your donations of food, money, and time. This is our fourth such effort, with each year proving more effective than the last. Please register your area of participation with Pastor Bill Beatty (547-3053) or Ginni Palmer (658-0604). We need turkeys, trimmings, bread, tablecloths, plates, cups, decorations, desserts, salads, vegetables, and help with the set-up preparations and serving.

8:00 a.m. Set-up Preparations for Thanksgiving Meal

11:00 a.m. Servers

11:30 a.m. Serving of All-Community Thanksgiving Meal, with particular upon our homeless population

3:00 p.m. Clean-up people

Thank you for teaming with us to make this the best Thanksgiving effort ever!

Sun. 12/3 First Sunday in Advent

6:00 p.m. Advent Wreath-Making & 'Hanging of the Greens' Party

Sun. 12/10 1:00-7:00 p.m. Annual Pastor's Christmas Open House at 5653 Ocean View Dr., Oakland. All welcome!

Sun. 12/17 10:10 a.m. Meet at Rockridge BART Station for Bagpipe-led Christmas Processional, for Christmas Service featuring Chancel Choir & Brass

6:00 p.m. Meet at church for annual Neighborhood Christmas Carolling, followed by indoor party & goodies

Sun. 12/24 10:30 a.m. Morning Worship

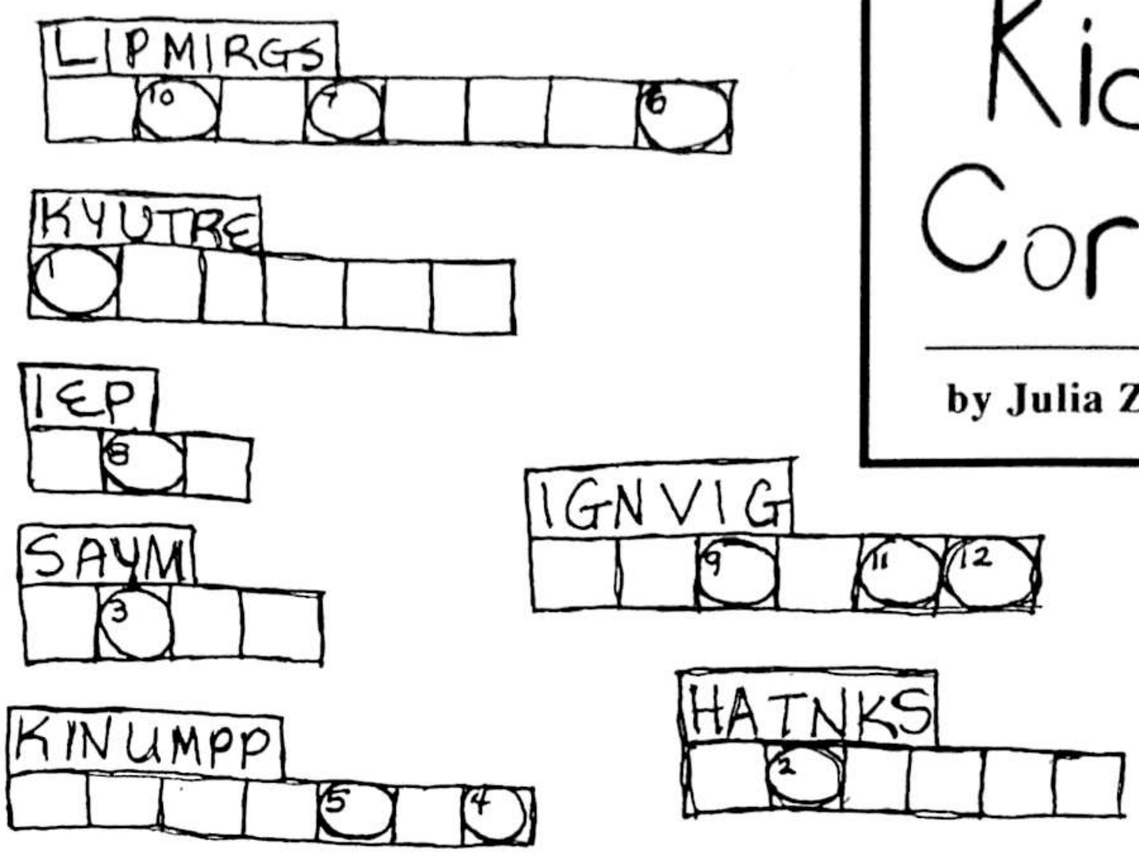
6:00 p.m. Candlelight Christmas Eve Service & Holy Communion

Kids' Corner

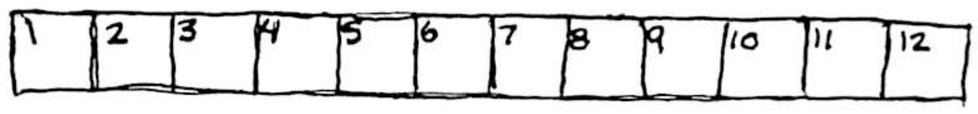
by Julia Zolinsky

THANKSGIVING WORD JUMBLE

• Directions: Unscramble the words below to form ordinary words. Then match the circled letters to the numbers in the boxes below* to form a holiday word!



* Secret Word:



Solution: The Secret word is Thanksgiving

Kids and parents – are you reading Kids' Corner? What interests you? Send your responses and ideas to Julia Zolinsky, c/o The Rockridge News.

In the Neighborhoods

by Bill Kramer

On October 1, 150 people celebrated Shafter Avenue's tenth annual block party on the 5200 block between Clifton and Cavour. After 9:00 a.m. the street was closed to through traffic and the only allowed mode of transportation with four wheels was a parade of children's bikes with training wheels. Although bicycling over the speed bumps was a favorite activity, the balloon toss, relay race (ending in a tie for the tenth straight year), and other sporting events were crowd pleasers. As the children played in an auto-free street, the adults were entertained by food and live music while meeting new neighbors and chatting with old friends. Fire Station #3 again gave the kids and some adults the chance to climb on one of its trucks. (Thanks, gang!) Next year, we hope even more neighbors will look for the traffic barriers and join us. Simply bring food to share. The fun is already here. ■



Comments by Steve Renten, Chair of Oakland Fire Prevention and Suppression Assessment District Commission

Community Fire Prevention

Although the Asilomar Fire on October 13 was a tragedy to several families in the Oakland Hills, it could have been a much bigger blaze. Fortunately, supplemental fire patrols in the area spotted the fire and responded before units dispatched via 911 arrived. The Fire Prevention and Suppression Assessment District funded those supplemental patrols – our property tax dollars at work.

Background After the 1970 fire in Buckingham/Claremont Canyon, supplemental funding and a multi-agency approach were suggested to prevent similar catastrophes. The idea resurfaced after the 1991 Hills fire, propelled by determined citizens from the largest Hills homeowners' associations and commitment from the City Manager's Office. The proposal was presented and modified at town hall meetings. The City Council approved the ordinance in spring 1993.

The District, which includes the northeast portion of Rockridge, currently assesses some 23,000 parcels within its boundaries $75 annually. The District has maintained this original assessment, remained financially solvent, and increased delivery of services since its inception. This money is administered by the Citizens' Commission for use solely for District operations. Unexpended funds, fines, and interest accrue to the District, not the General Fund.

District Benefits The District provides: a Fuel Reduction Unit for maintaining City-owned property; creation and maintenance of fuel breaks; a Vegetation Management Unit, which enforces code compliance on private property; public dissemination of brush control requirements; expansion of CORE (Citizens of Oakland Respond to Emergencies); and supplemental patrols during the fire season. One of the most successful district-provided services is curbside pick-up of garden clippings; participation in this program has risen by over 200%. Most importantly, the District provides a fixed institutional focus on Hills fire issues.

Governance The governing body is a Citizens' Commission of 11 resident (non-compensated) volunteers. The Commissioners are appointed by the Mayor and City Councilmembers to three-year terms.

The Commission proposes assessment rates and defines policy for ratification by the City Council. The Commission then oversees the efficient use of the assessments through several committees (Finance, Education, Operations). The Commission's meetings on the fourth Wednesday of each month are open to the public. Minutes are mailed to recognized Homeowners' Associations.

District Operations The District's programs are carried out by the City Manager's Office, the Oakland Fire Department, and the Office of Parks and Recreation. Occasional outside contracts augment these efforts.

Citizen Participation The District welcomes citizen participation, believing that the best ideas and the greatest energy come from people most intimately concerned with the District's mission: local homeowners. Ideas under discussion include: signs and pavement markings to clarify access and evacuation routes; parking restrictions and nighttime enforcement; an educational unit to reach out to homeowners; neighborhood warning systems and fire watches. The Commission has more ideas than resources to implement them. To help, contact the Commission via the Vegetation Management Unit at 238-7388.

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 Wednesday, September 27, about 10:30 p.m., a man walking home from the BART station was joined on Miles Avenue by two young black men who asked directions and then walked along with him, trying to engage in conversation. When they reached Clifton, one pulled a gun and took the man's wallet. After a verbal interchange, the victim was pistol whipped, and then the two men ran. The gunman is described as wearing a white T-shirt, about 5'5", flat facial features with very short hair. The other man, about 5'9", was very dark complected and wearing a dark jacket with hood.

If you report a crime to the Hot Line, please include the time, date and location of the incident, plus your name and telephone number. Providing complete information allows us to verify the report.

A new Hot Line volunteer will be needed soon. This community-service volunteer position involves collecting crime reports and making a recorded Hot Line message once a week. Can you help us? Leave a message at 814-6060.

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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The Rockridge Muse

Daylight is fleeting, but we know what to do in the half-light. It's time for music, twinkling lights, friends, green boughs, log fires, warm lap rugs, mulled wine, books, and some new ideas!

The Greening of December

Boy Scout Troop 274 is legend in the Rockridge neighborhood – so many young men have fond memories of youthful days under the guidance of Les Stewart, and many parents recall watching their boys "earn badges" while forging personal bonds that continue to enrich their lives. Well, Troop 274 is alive and well and, in the time-honored tradition, selling great alpine wreaths for holiday celebrations. The wreaths, at $16 and $18, will be available at the Rockridge BART station on Friday evenings, 4 to 7 p.m., in December.

Your purchase will enable the boys to attend Scout Camp in August 1996. You may also purchase a wreath (and credit your favorite scout) by phoning 652-5133. If ordered by phone, the wreath will be delivered to your home. Such a deal! Such a worthy cause!

Paint Misty for Me

You can't miss Rockridge artist Karen LeGault's softy evocative watercolor paintings during the next months: she's exhibiting at the Coffee Mill on Grand Avenue in a group Brush Painting Exhibit through November 20, and she is participating in the Rockridge Holiday Open Studio event on December 2 and 3 (see article on page 1). Karen may be reached at her Locksley Avenue studio, 601-1619.



The moon is on the decline and so are all the prices at

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Bring on the Carolers

The Manila Avenue-based Opera Piccola is a non-profit music and theater company that brings high quality performance and educational workshops to theaters, community groups, schools, libraries, and senior centers. Currently, they are artists-in-residence at Claremont Middle School, directing the Rockridge Library After-School Class. Participating students have created a performance of dance and skits, free and open to the public on November 28, 7:30 p.m., in the Claremont gym.

During the holidays, Opera Piccola is transformed into the Piccola Carolers, able to perform holiday music from five centuries. They're the official carolers at Jack London Square every Friday and Saturday in December, from 5-8 p.m.



To fund their community work, Opera Piccola performs for kid's parties, office parties, and can top off your holiday entertaining. Call 658-0967 for information and scheduling.

And Now for Something Completely Different

Interested in restoration? historic preservation? Then you'll be interested in "North America's largest preservation exhibit and conference" for professionals, homeowners, and owners of historic properties and collections.

The theme for this all-inclusive event scheduled for December 10-12, 1995, at the San Francisco Hilton and Towers, is "Preserving the Spirit of the West."

Exhibits will feature information and products related to architectural restoration and rehabilitation (both residential and commercial), interior design and decoration, objects conservation, and landscape design/preservation. Topics of the 35+ seminars, workshops, and panel discussions will range from "Adobe Buildings" to "The Bungalow Style," from "Victorian Interiors" to "Gardens and Their Furniture."

What's happening out there? Are you doing something creative that the Muse should know about? Don't be shy. Send news of your doings to The Rockridge Muse, 5856 College Avenue, #130 Oakland 94618. ■

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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.

PARADISE BAR & GRILL (FORMER SITE OF VIA VENETO)/5356 COLLEGE AVENUE CASE CM93-169

On October 18, 1995, the Planning Commission held a review of compliance with conditions of approval of a Major Conditional Use Permit for live music (Group Assembly Commercial Activity) in an existing restaurant-bar at the above address in the C-31 Special Retail Commercial Zone. The Commission scheduled another compliance review for April 1996.

RCPC and neighboring residents had requested a review in July 1996 since this current operation began only in August 1995.

Letters

from page 6

palities, as they are one of their greatest sources of income. As a comparison, my business pays about $40,000 in sales taxes annually, and Yoshi's pays about $120,000. However, because Dreyer's is a manufacturer and wholesale distributer, it is not subject to sales tax. So, not only does Dreyer's not pay sales taxes, it will further displace businesses that do.

In regard to property taxes, revenues per square foot are generally higher when properties are assessed as numerous individual parcels. When properties are combined, as Dreyer's has both done and proposes to do, the revenues per square foot tend to fall. Hence, the Dreyer's project will most likely result in a net drop in property taxes.

In consideration of city business taxes: given that Dreyer's sales last year were over $560 million, things should really add up. So, what did Dreyer's pay last year? – about $15,000! Actually, this should be no surprise. Dreyer's is a multinational corporation (incorporated in Delaware) with offices, factories, and distribution facilities located elsewhere, elsewhere is where it chooses to report most of its sales. Local businesses post their sales locally.

One of the nicest things about living in the Rockridge is the way that neighborhood residents and merchants get to know and serve each other. The problem with Dreyer's is that, in Rockridge, it is a non-participant at best.

Ray Perman
College Avenue

RN Classifieds

Your 36-word message: $15 *(phone number counts as one word). Mail to: RN Classifieds, 5856 College Avenue, #130, Oakland, CA 94618.* ***Deadline for December issue is November 26.***

Moving On Up?

If you're leaving your charming one-bedroom house, flat or apartment before 1996, please call me. I'd like to be the next tenant. Near BART/hardwood floors preferred. V. Schutz, 655-7208.

Psychotherapy

For individuals, couples and families. Healing from trauma and past wounds; creating better communication and intimacy for couples; balancing divided work and home lives; parental struggles. Dana Locke, MFCCI #IMF21668; Supervisor: Peter Morfin, #LY007163. Call 655-2823.

Travel

Full-service agency. Ecologically responsible/adventure travel experts. Special fares to Latin America, Hawaii, Mexico and more. Only 100 feet from Rockridge BART station. ECO-Travel Service, 5699 Miles Avenue (at College Avenue). 655-4054.

Find Work You Love!

Creative Career Design will help you find meaningful work. Develop a vision for your career. Create a plan to realize your vision. Call John Prindle, M.A. 942-0897.

Physicalmind (Formerly Pilates)

Personal training and classes in Physicalmind Matwork, NIA Technique, Feldenkrais, Tai Chi, Yoga, Cohen's Body-Mind Centering. First class free! Special half-hour private introductory Physicalmind session, $15. Call Mind-Body Connection, 420-0444.

The Alexander Technique

At the Claremont Chiropractic Center. Learn to think in activity. The Technique restores natural poise and prevents injury. It is applied widely in the performance arts. Call Claire Creese (Nastat Certified Teacher), 845-3245.

Alternative Health Care

Last Chance Garage for your health care needs. If we cannot fix it, there is no fee. Call Dr. Mitchell Corwin for phone consultation, 845-3246. Office location is across the street from the Claremont Hotel.



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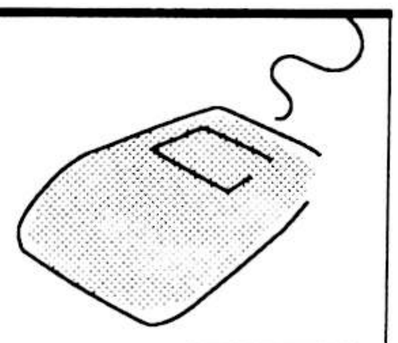
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