

# PANIL Notes

Volume 32 Piedmont Avenue Neighborhood Improvement League - PO Box 20375, Oakland 94620 October 2007

## ASKED ON THE AVENUE

### What Have You Done to Prepare for the Next Big One?



**Marda Woodbury, Monte Cresta Ave.**  
I have the supplies I need in my apartment, but I haven't put them together in a kit. I did hang a whistle on my bedpost, so if there's an earthquake at night I can whistle for help rather than attempt to shout.



**Doug Johnson, Cerrito Ave.**  
We are lucky to live in pretty new housing, so we hope we're up to code. We have 12 gallons of water and canned food in storage, and we have a meet-up and phone-call plan. Our kits aren't as organized as they need to be. I tend to rely on getting access to our camping gear, which is a mistake.



**Rita Kresha, Glen Eden Ave.**  
We bought our house in 1994 and joined a well-organized CORE group (part of the Oakland Fire Department). We have a directory listing 35 houses on the block. In 2005 we purchased equipment and storage for community tools. Each resident is responsible for food and water and for keeping up with annual CORE training.



**Kate Spohr and Terry Bottomley, 41<sup>st</sup> St.**  
We've had our house seismically retrofitted by a specialist. We've also established an out-of-state emergency number. Each family member carries the number at all times. We have a large, water-tight emergency supply container behind our house with batteries, flashlights, thermal blankets, extra clothing, radio, water, food, candles, matches and important financial papers.

Photos by  
Joyce Benna

## CHANGES COMING IN 2011

### Safeway Wants Longs' Space at Rockridge

By Valerie Winemiller

More than 60 neighbors attended a community meeting at the Claremont House on Sept. 11, to comment on Safeway's plans for redevelopment of the Rockridge Shopping Center (Broadway and Pleasant Valley). Todd Paradis, of Safeway's real estate division, announced that Safeway intends to take over the Longs Drugs space when Longs' lease runs out in 2011, and remodel it to suit their needs. Safeway wants the store's more convenient customer parking arrangement and wants to enlarge inventory, including offering more organic produce.

Many audience members took turns at the microphone to urge Safeway to keep Longs at the shopping center; a show of hands revealed near-unanimous agreement with that plea. There was also agreement that the parking lot is unattractive and unfriendly to pedestrians, bicyclists and shoppers who come by bus. Several speakers urged a complete rebuilding of the center to make the layout relate

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### Halloween Comes to Piedmont Avenue Saturday, Oct. 27

See page 5 for parade schedule and list of activities.

**October PANIL Meeting**  
Wednesday, Oct. 10, 7:30 p.m.

### "What Happens to Your 911 Call?"

**Regina Harris,**  
Police Communications Supervisor

**Piedmont Gardens,**  
110 41st Street  
11th Floor Sky Room

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**Piedmont Avenue  
Neighborhood  
Improvement League  
PO Box 20375  
Oakland CA 94620  
[www.panil.org](http://www.panil.org)**

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**Safeway Wants Longs' Space at Rockridge**

Continued from page 1

better to the urban fabric and to include housing above the stores. Safeway's lease establishes Safeway as the master planner for the shopping center, but does not allow housing or multi-story structures, Paradis stated. He did not commit to advocating for those ideas with the property owner and pointed to cost feasibility on site plan changes.

Safeway will now select an architect and begin preliminary drawings; no date was set for follow-up community meetings. Formal public hearings will be announced during the city permit application process. It is likely that the city would require at least a limited Environmental Impact Study, focused on traffic and pedestrian access issues.

PANIL and the Rockridge Community Planning Council co-sponsored the meeting.

**MARK YOUR CALENDARS**

**Public Meeting Monday, Oct. 22**  
**Design Review for Kaiser Hospital Replacement**  
7 p.m., Mosswood Park Recreation Center

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COMPLETE END-OF-LIFE PLANNING, SERVICES, SUPPORT

COMING IN JANUARY  
**Best of the Avenue**

*In the January issue of PANIL Notes, ShopGirl will introduce Best of the Avenue, an appreciative hat-tip to the great stores and services in our neighborhood. She'd like to hear your nominations in any category you propose: most kid-friendly, most historic, most colorful, best alternative to a mall store, and so on. (Be creative!)*

Send submissions to  
[shopgirl@panil.org](mailto:shopgirl@panil.org)  
Deadline: Nov. 10.

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## Halloween Treats

by ShopGirl

*Pumpkins and costumes and masks—oh my! Here's where to find what you need for the Piedmont Avenue parade Oct. 27—and for Halloween four days later.*

The easiest costume of all is a Superman or tuxedo T-shirt from **Greetings** (kids' and adults' sizes, \$14.95 to \$16.95)—and you can wear it all year round! Accessorize your look with a sparkly, scary temporary tattoo (\$2.95/package) or a set of reflective devil horns (\$3.95). Store manager **Chad Sitzman** says the store is stocking lots of Halloween cards, stickers and wind-up toys with a Halloween theme, as well as festive goody bags for party guests (\$2.95 for 16 bags).

Bring the kids in costume to **Crackerjacks** before noon on Saturday, Oct. 27, and portrait photographer **Amy Perl** will take their pictures for free! Later, you'll be able to order color prints for \$5 to \$20. Elsewhere in Crackerjacks you'll find new and recycled clothing, including costumes, in sizes 0 through 8 and maternity. For Halloween, you'll find brand-new butterfly wings made with real feathers (\$20); on a recent visit, a gently used two-piece chimp suit, size 2T, was \$22.

"Shop early!" is the advice of store manager **Carol** ("I never use my last name") at **Teddie's Party Store**. A one-stop resource for holiday accessories and tableware, Teddie's often sells out of the most popular items early in the month. The store isn't carrying costumes this year, but you can create your own using a classic black mask, a witch's hat or a very detailed Medusa headpiece (\$30). For the office: Halloween-themed silk neckties and a light-up necklace of jack o' lanterns (\$6.99). And, says Carol, Teddie's can satisfy "all your fake-blood needs—by the pint, the tube or the capsule." During October, take 25% off the price of orange and black paper products (plates, napkins, cups).

Count on **Nathan Waldon**, owner of **Nathan + Co.**, to offer offbeat Halloween gifts and décor like a skull- and-crossbones indoor/outdoor doormat designed by Swiss-born designer Thomas

Buchheim (\$22) and felt garlands with skulls and bats (\$9). For an easy costume, pick up a book of 15 punch-out animal face masks (\$12.95). And if boos turn into boo-boos, cover them with decorative and functional Halloween-themed bandages (package of 30 for \$5).

**Noella Teele** and **Joe Colley**, the owners of **Issues**, are teaming up with Sebastopol-based MAKE Magazine (sponsor of Maker Faire) to showcase some nifty, crafty, kid-friendly projects. Visit the store on Oct. 27—the day of the avenue's Halloween parade—to get inspired by stencil-carved pumpkins and to sample ghoulish snacks like Graveyard Cake and Sweet Bleeding Heart. Pick up a free raffle ticket to win a copy of MAKE or Craft magazine (drawing at 2 p.m. Oct. 27). And buy your own copy of MAKE magazine's special Halloween issue (\$9.99), with full-color instructions for creating 42 projects.

For the third consecutive year, **J. Miller Flowers** is hosting a pumpkin patch behind the store. It's the place to choose from among 15 varieties of pumpkins and gourds (\$1 to \$50), as well as Indian corn, carving kits, stencils and harvest wreaths. Owners **Robbin Lee** and **Jon Goldstein** have also stocked plenty of decorations, from small witches (about \$3) to an elaborate inflatable haunted house (\$300). And speaking of spooking, don't miss the free, kid-friendly, just-scary-enough haunted house. Pumpkin patch hours are 9 a.m. to 9 p.m. daily.

### Where to Find Halloween Treats

#### Greetings

4152 Piedmont Ave., 547-2555

#### Crackerjacks

14 Glen Ave., 654-8844  
(for Amy Perl Photography: amyperl.com)

#### Teddie's Party Store

4009 Piedmont Ave., 547-4149

#### Nathan + Co.

3820 Piedmont Ave., 428-9638

#### Issues

20 Glen Ave., 652-5700  
issueshop.com

#### J. Miller Flowers

4416 Piedmont Ave., 658-0613

## Calendar

(for more neighborhood events go to [www.panil.org/calendar](http://www.panil.org/calendar))

### PANIL Meeting

2nd Wednesday of the month  
7:30 to 9 p.m.  
Piedmont Gardens  
110 41st Street

**PANIL Steering Committee**  
email [contact@panil.org](mailto:contact@panil.org) for time, date and place of monthly meeting

### Glen Echo Creek Work Day

2nd Saturday of the month  
Monte Vista Avenue, 9:30 a.m.  
654-1930

### Mt. View Cemetery Tour

Docent led tour  
2nd Saturday of the month  
10 a.m., FREE

### Events at the Chapel of the Chimes

4499 Piedmont Avenue  
654-0123

### Historical and Botanical Tour

3rd Saturday of the month  
10 a.m. to noon, FREE

### Jazz at the Chimes

3rd Sunday of the month  
\$20/children under 12 FREE  
2 to 4 p.m.

### Oakland Heritage Alliance Lecture Series

2nd Thursday of the month  
7:30 p.m.  
\$8 OHA members/\$10 non-members/\$5 low income  
For more information contact:  
[www.oaklandheritage.org](http://www.oaklandheritage.org),  
763-9218

### Piedmont Avenue Branch Library

160 41st Street, 597-5011

#### Storytimes

Toddlers  
Wednesday, 10:15 a.m.  
Pre school  
Wednesday, 11 a.m.

**Saturday Knitting Club**  
Every Saturday 3 to 4 p.m.

To place an item on PANIL's calendars, send e-mail to:  
[contact@panil.org](mailto:contact@panil.org)

### Margitta Gardner Named a Community Hero

**W**hereas, the City of Oakland's First City Council District -- North Oakland -- is home to the more than 57,000 people who live in the area bordered by the City of Berkeley, the 580 freeway, the City of Emeryville and the county line in the Oakland hills, and

Whereas, Due to the energy, intelligence and persistence of its residents, North Oakland has by far the highest concentration of active community and neighborhood organizations in the City, and

Whereas, In each of North Oakland's many neighborhoods are specific individuals who go above and beyond in their efforts to improve their communities, organize their neighbors, keep their political leaders accountable, and make Oakland a better place for all of us to live, work and play, and

Whereas, it has become customary at the annual North Oakland Summer Picnic to celebrate individuals worthy of recognition for their activism, and

Whereas, Margitta Gardner is one of these individuals. Since moving into the Piedmont Avenue neighborhood more than 20 years ago, Margitta has done everything: she's currently on the PANIL Steering Committee, Co-Chair of the Beat 9X Neighborhood Crime Prevention Council, a Friend of the Piedmont Avenue Library, and the Distribution Chair for the PANIL Notes newsletter. She has volunteered for Piedmont Avenue's Tulip and Art Festivals and has served as Ramona Avenue's Block Captain. She's completed the Citizens' Police Academy and all three levels of CORE training. Even one of these accomplishments would make an activist, but Margitta has done them all.



**T**herefore be it resolved, that Jane Brunner, Councilmember for District 1, on the occasion of the 2007 North Oakland Summer Picnic, hereby recognizes Margitta Gardner for her vision, passion, and commitment, and joins her community in conveying heartfelt appreciation for her work. She is a true "Community Hero."

#### How Does This Newsletter Get to Your Doorstep?



Have you met the good neighbor who delivers this newsletter to you?

**Victoria Shoemaker** delivers PANIL NOTES to her neighbors on **Rose Avenue.**



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# Halloween Comes to Piedmont Avenue Saturday, Oct. 27

## — Parade and Dozens of Free Activities

Start the day with classic cartoons Piedmont Cinema:  
9:45 to 10:45 a.m.

### PARADE

Meet at the Blockbuster parking lot (Montell and Piedmont Ave.) at 11 a.m.

TRICK OR TREAT at all "Candy Station" merchants:  
11 a.m. to 1 p.m.

### Music:

11:30 a.m. to 1:30 p.m.

Ted Czuk with Jazz du Jour at Key Route Plaza

10:30 a. m. to 1 p.m.

Tara Linda and Somba de Luna at L'Amyx Tea Bar

### Piedmont Avenue School:

Noon to 2 p.m.

PTA sponsored carnival on the front lawn

Fire engine

"Talking" police car

### Piedmont Avenue Branch Library:

Noon to 1 p.m.

Gross "Touch Table of Delights" at Key Route Plaza

1 to 2 p.m.

"Not So Scary" storytime and "Creepy Craft" program (ages 3 to 6)

### Mt. View Cemetery:

Noon to 3 p.m.

Mt. View Pumpkin Patch (free food and games for the whole family)

### Chapel of the Chimes:

2 to 4 p.m.

Feast of the Angelitos

6 to 8 p.m.

Dias de los Muertos procession

All events are free! 😊



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ASKED ON THE AVENUE

## What Have You Done to Prepare for the Next Big One? (continued)



### Lorri Rosenberg Arazi, Croxton Ave.

In addition to a seismic retrofit, I had a gas shut-off valve installed on my home and on a duplex I own in the Glenview neighborhood. The valve will shut off all gas if an earthquake causes a break in the line. The valve costs about \$500, including installation, and can be installed by any licensed plumber.

### Count Me In

I want to support PANIL's work to keep the neighborhood informed and make our voices heard.

### I want to be a member!

I'm using the envelope enclosed with this issue to send my check for \$ \_\_\_\_\_ (minimum of \$15)

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Address \_\_\_\_\_

E-mail address \_\_\_\_\_

Mail to PANIL, PO Box 20375  
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### Gas Shutoff Devices

For information about gas shutoff devices, their benefits and drawbacks, see the website of California's Division of the State Architect, Dept. of General Services:

[www.documents.dgs.ca.gov/DSA/gas\\_shutoff/](http://www.documents.dgs.ca.gov/DSA/gas_shutoff/)



Manual Shutoff Valve, effective only if someone is present to close the valve, is installed by the utility company.

Earthquake Sensitive Automatic Shutoff Valve installed by owner senses shaking above a certain level and automatically shuts off gas.

Excess Flow Automatic Gas Shutoff Valve installed by owner senses gas flows above trigger flow rate and restricts gas flow downstream.

Photo from [www.pge.com/safety](http://www.pge.com/safety).



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