

Be Informed About
PROPOSED COLLEGE AVENUE SAFEWAY EXPANSION

ROCKRIDGE IS SMALL RETAIL

by
Concerned Neighbors
CENA (Claremont Elmwood Neighbors Association)
Contiguous Neighbors
Contiguous Merchants
RDA (Rockridge District Association)
RCPC (Rockridge Community Planning Council)
and
Local Architects and Planners Guidelines Group

- Since July 2007 we have welcomed a genuine dialogue with Safeway, seeking to establish an understanding about the goals of the project and the unique character of our neighborhood. We recognize the importance of a supermarket to the community.
- Open 24 hours, with a large parking lot, Safeway sells many items not readily available at other local shops .
- Nonetheless, to preserve and protect the small-shop, pedestrian-friendly culture of Rockridge,
**WE STRONGLY ADVOCATE A RENOVATION AND BEAUTIFICATION
OF THE EXISTING STORE AND SITE; NOT A 50,000sf PROJECT.**

In the following pages, you will find facts and questions that we believe are significant when reviewing Safeway's proposed plans.

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Size Matters:

1 FACT: A 50,000 sf STORE AT COLLEGE AND CLAREMONT WILL ERODE THE SMALL SHOP NATURE OF ROCKRIDGE.
The economic ecology of Rockridge is a delicate balance that has taken many years to nurture into its current state. It is considered a model by urban planners across the country. At its core are the small, pedestrian oriented shops along College Avenue. The average size of the small food purveyors, drug store and flower shop across from Safeway is 1200 square feet (sf). Small is beautiful.

2 FACT: A NEW STORE MORE THAN 2 TIMES THE SIZE OF THE EXISTING ONE WILL MOST LIKELY CREATE NIGHTMARISH TRAFFIC.
A larger store will attract additional traffic and negatively impact air quality. The existing conditions at the main contiguous intersections are already close to gridlock. (See GLOSSARY attached for more information.)

3 QUESTION: HOW DOES A 50,000sf SAFEWAY AFFECT OUR LOCAL ECONOMY?
Answer: Unlike large stores with centralized purchasing, dollars spent at small independent merchants, are known to recirculate over 3 times within a community, thereby "adding" revenue to the local economy. Moreover, buying local generates local jobs and supports local businesses. This reduces our collective carbon footprint and makes us more sustainable.

4 FACT: WE DON'T NEED A LARGER STORE.
At almost 20 times the size of the average Rockridge merchant, the current Safeway store already functions as a large neighborhood market. Safeway, already, has 'everything.' What else does one need? Increased square footage helps Safeway while harming our neighborhood.

5 QUESTION: WHY DOES SAFEWAY, A 9 BILLION DOLLAR COMPANY, WANT TO DOUBLE THE SIZE OF THE STORE IN THIS LOCATION?
Answer: Revenue. An expanded store not only extracts millions of dollars from our community, it generates shelf rental fees from vendors that are even more profitable than direct customer sales.

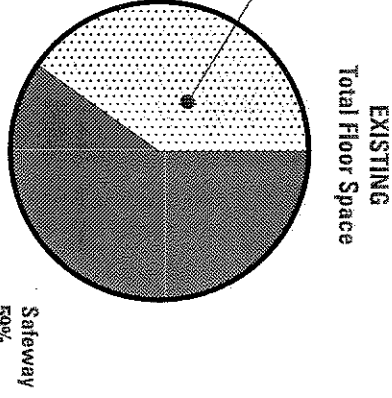
C31 Zoning Issues:

6 FACT: THE CURRENT 22,500 sf STORE IS ALREADY 3 TIMES LARGER THAN OAKLAND'S C31 ZONING ALLOWS WITHOUT A CONDITIONAL USE PERMIT.
Oakland enacted the C31 zoning in the late 1970s in order 'to create, preserve, and enhance areas with a wide range of retail establishments serving both short and long term needs in attractive settings oriented to pedestrian comparison shopping.' (Oak Planning Code 17.48.010)

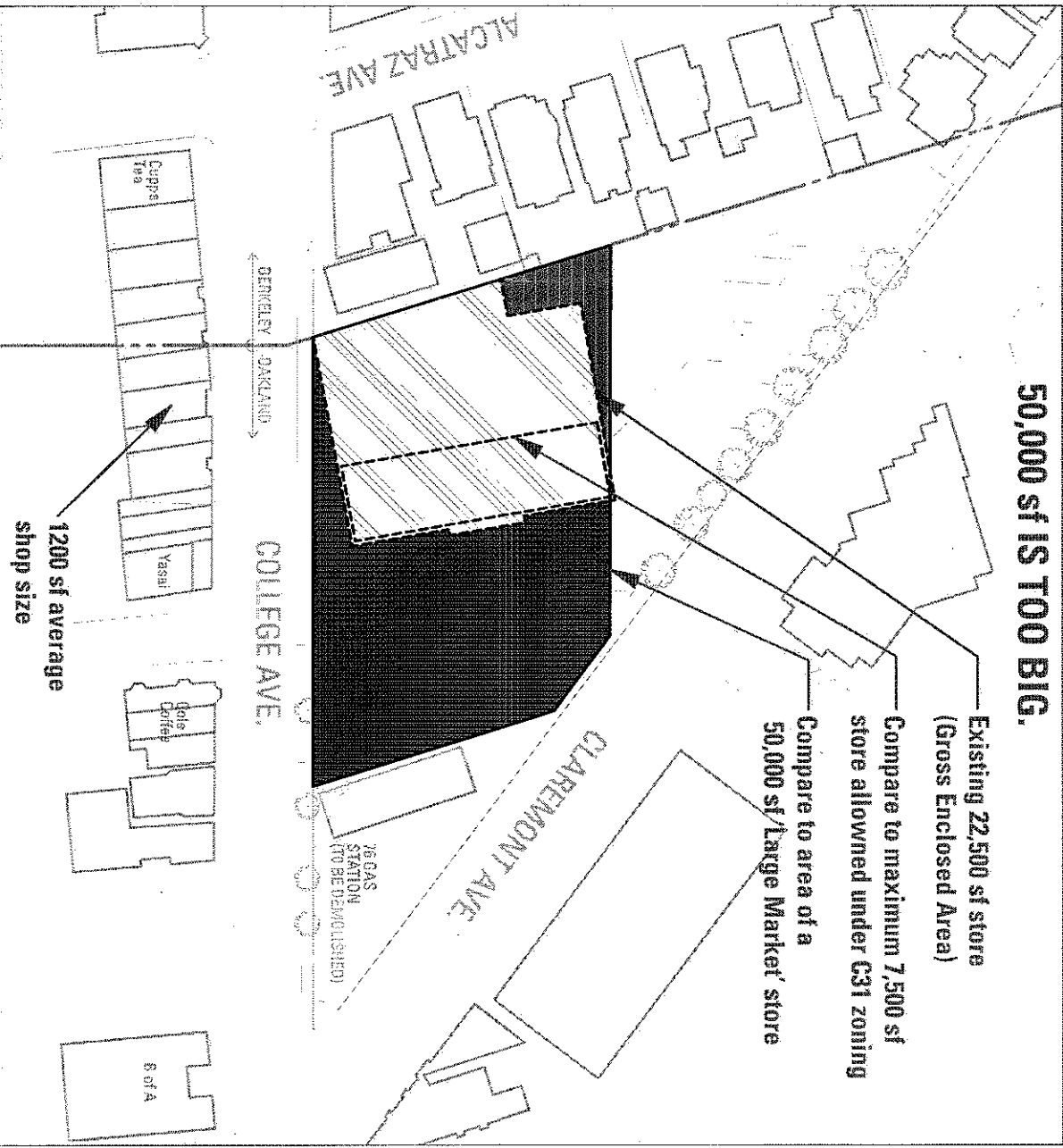
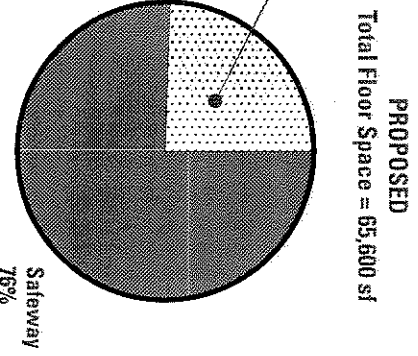
7 FACT: C31 ZONING INTENDS THAT STORES GENERALLY BE NO LARGER THAN 7,500 sf.
The size of the current College + Claremont Safeway store is 'grandfathered in' under the old C30 zoning which was in effect when the store was built in the 1960's. C31 zoning requires that 'the total floor area devoted to Commercial or Manufacturing Activities by any single establishment...not exceed seven thousand five hundred (7,500) square feet except that a greater floor area may be permitted upon the granting of a conditional use permit.'

8 FACT: THE PROPOSED LARGER STORE SIMPLY CANNOT SATISFY THE REQUIRED CRITERIA FOR GRANTING A CONDITIONAL USE PERMIT.
A use permit requires the City to make "non-detriment" findings — i.e., that the new project won't damage the community. Among the findings required for the Safeway project would be that the project will be compatible with and won't adversely affect the livability of abutting properties and the surrounding neighborhood, won't have harmful effects on desirable neighborhood character, and won't generate traffic in excess of local streets' capacity. For C-31 zoning, the City also needs to find that it won't detract from the character desired for the area (See #6 above.) Safeway's mammoth store can't meet these criteria.

SAFeway ALREADY DOMINATES THE LOCAL MARKET



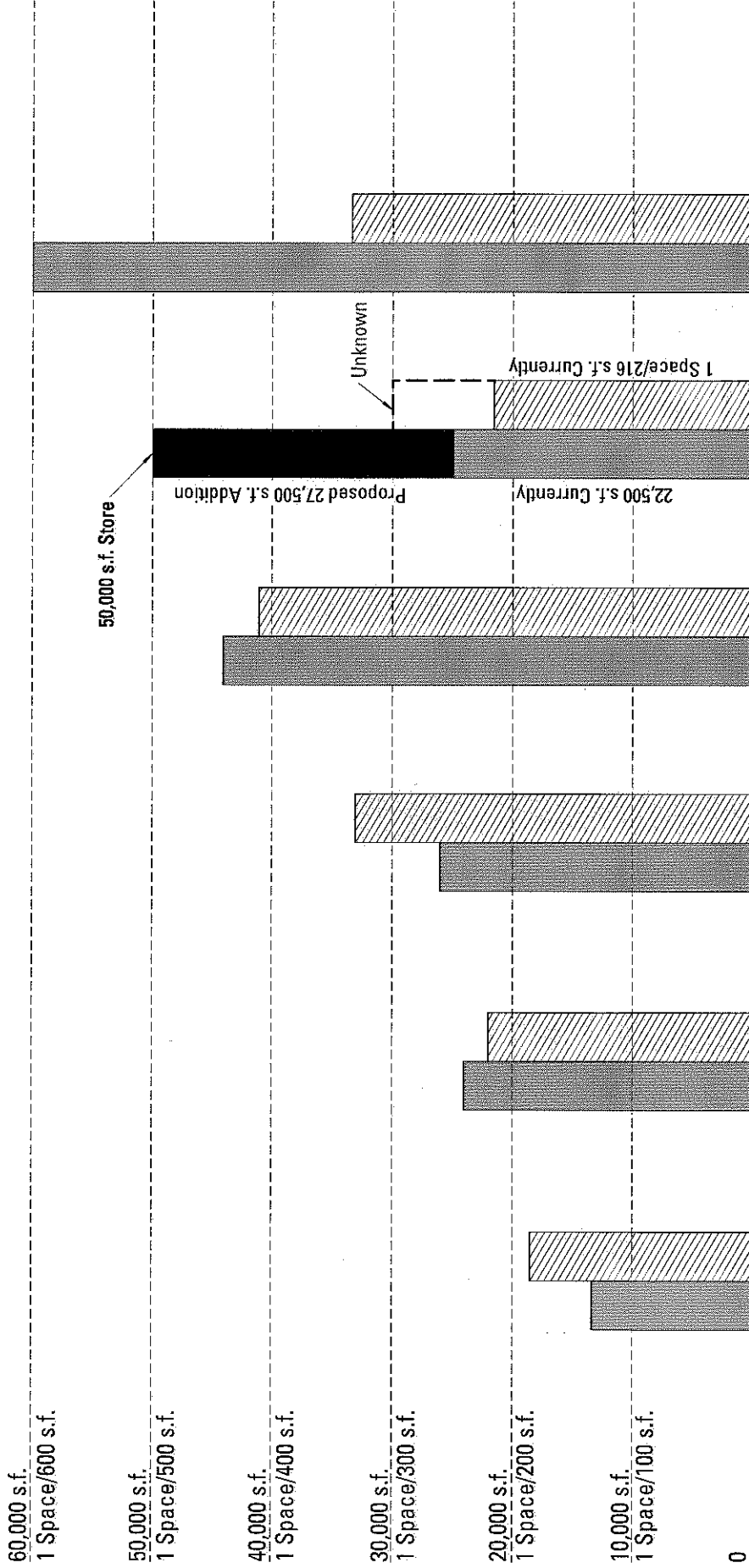
- Total Independents**
- Alcatraz Liquor
 - Noah's Bagels
 - Extreme Pizza
 - La Farine
 - Chimes Pharmacy
 - Ver Brugge
 - Wino!
 - Meadows Flowers
 - Yasai
 - Cole Coffee
 - Lulu Rae



SIZE COMPARISON PIE CHART + SITE PLAN

ENVISION THE BERKELEY BOWL TRAFFIC AT COLLEGE + CLAREMONT

CHART COMPARING STORE SIZE AND PARKING RATIO OF LOCAL LARGE MARKETS



LARGE MARKET COMPARISON

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PROPOSED COLLEGE AVENUE SAFEWAY EXPANSION
GLOSSARY
BUILDING SIZE, ZONING AND SITE ISSUES
TRAFFIC ISSUES

A BIG-BOX store is a physically large retail establishment, usually part of a chain. Floor space several times greater than traditional retailers in the sector, providing for a large amount of merchandise; in North America, generally more than 50,000 square feet (4650 m²)... Some cities and towns are worried about the economic impact of big-box retailers on existing downtown merchants or the sprawl-inducing impacts on character of such developments.
http://en.wikipedia.org/wiki/Big-box_store

C-31 ZONING: Special Retail Commercial Zone Regulations; (Oak Planning Code Sect 17.48) Created for Rockridge in 1980 s. *"is intended to create, preserve and enhance areas within a wide range of retail establishments serving both short and long term needs in attractive settings oriented to pedestrian comparison shopping..."* Includes restrictions on ground-level uses, limits total floor area to 7,500 sq. ft., a maximum height of 35', buffering regulations, and more.

A CONDITIONAL USE PERMIT (CUP) allows a city or county to consider special uses which may be essential or desirable to a particular community, but which are not allowed as a matter of right within a zoning district, through a public hearing process.
http://ceres.ca.gov/planning/cup/condition.htm#what_is_anchor

A VARIANCE is a requested deviation from the set of rules a municipality applies to land use known as a zoning ordinance, building code or municipal code.
[http://en.wikipedia.org/wiki/Variance_\(land_use\)](http://en.wikipedia.org/wiki/Variance_(land_use))

WHAT IS "LEVEL OF SERVICE?" <http://www.business/transportation.com/US.htm>
 The Level of Service (LOS) of an intersection is a qualitative measure of capacity and operating conditions and is directly related to vehicle delay. LOS is given a letter designation from A to F, with LOS A representing very short delays and LOS F representing very long delays. As a practical consideration, LOS D is considered the limit of acceptable operation in an urban environment. LOS C is the desirable condition.
Ashby + College intersection is currently rated 'F' by the City of Berkeley. Claremont + College intersection was rated D/E in 2003 and is now 'most likely worse' per the City of Oakland Transportation Division.

Table 1. Level of Service Criteria for Signalized Intersections

Level-of-Service (LOS)	Average Control Delay (seconds/vehicle)	Description
A	≤ 10.0	Very low vehicle delays, free flow, signal progression extremely favorable, most vehicles arrive during given signal phase.
B	10.1 to 20.0	Good signal progression, more vehicles stop and experience higher delays than for LOS A.
C	20.1 to 35.0	Stable flow, fair signal progression, significant number of vehicles stop at signals.
D	35.1 to 55.0	Congestion noticeable, longer delays and unfavorable signal progression, many vehicles stop at signals.
E	55.1 to 80.0	Limit of acceptable delay, unstable flow, poor signal progression, traffic near roadway capacity, frequent cycle failures.
F	> 80.0	Unacceptable delays, extremely unstable flow and congestion, traffic exceeds roadway capacity, stop-and-go conditions.

SOURCE: *Highway Capacity Manual, HCM2000*, Transportation Research Board, 2000.

