

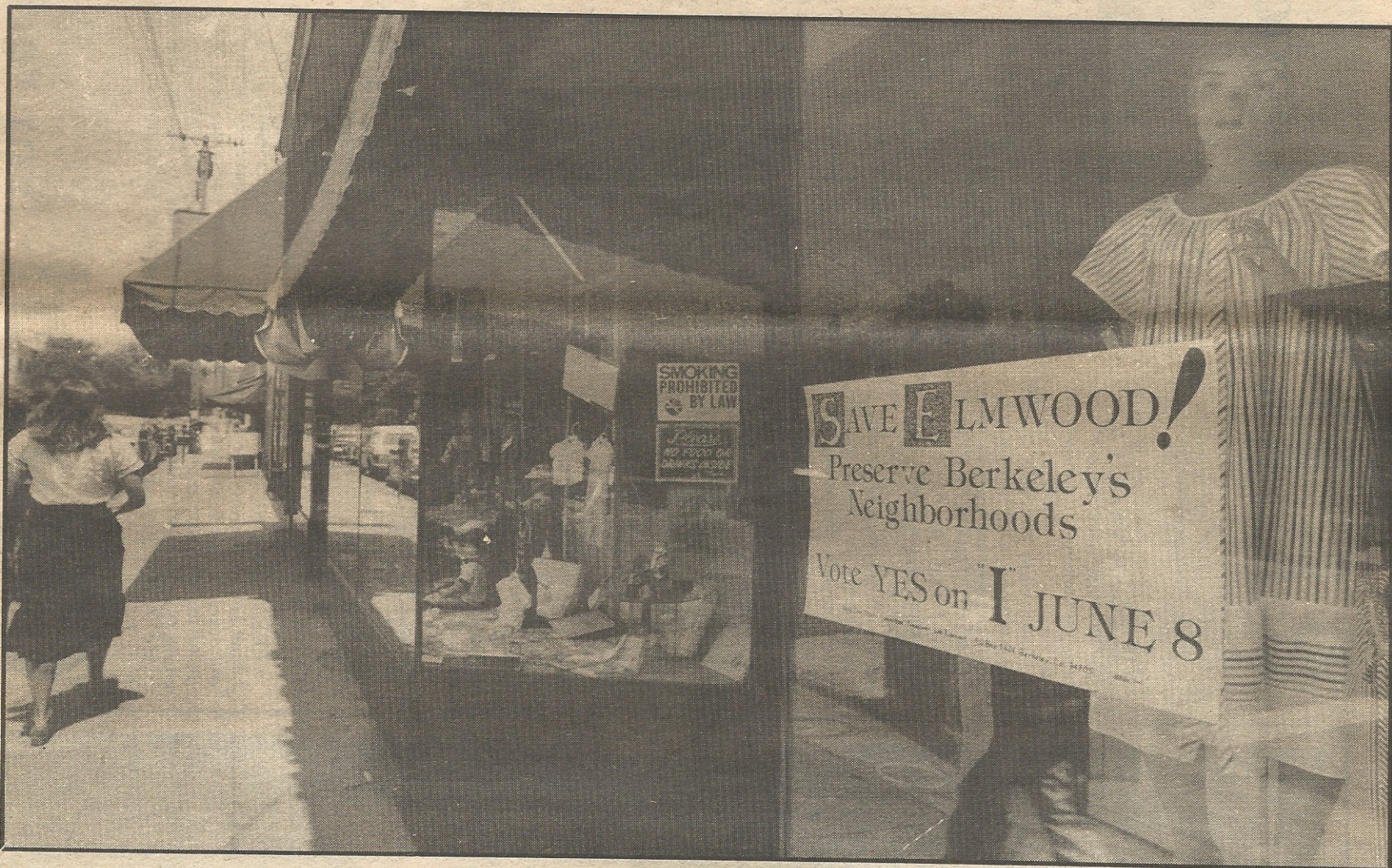
The Press

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A neighborhood fights back



BERKELEY VOTERS will go to the polls Tuesday to decide Measure I, an attempt to protect Elmwood neighborhood businesses from skyrocketing rent increases. Press/Chris Gilbert

By Heidi Seney

Barbara Lubin ticks off the casualties if Measure I doesn't pass in next Tuesday's election: the shoe repair store, the produce store, the cheese place, the book store, the gallery, the yoghurt dispenser.

"When the leases come up — if I

doesn't pass — they're going to have to leave. Zoning laws — even the best ones — could never address the problem of escalating rents and unjust evictions."

In case you have just tuned in, Lubin is president of the Elmwood Preservation Alliance, the organization that sprang to life in August

1981 when new owners of the building housing Leslie Beretta's College Avenue Pharmacy and Ozzie's fountain wanted to raise the rent from \$800 a month to \$3,500.

Since then, the alliance has been proceeding on three fronts to preserve the area from "greedy" de-

velopers: By landmarking buildings so that they will be protected from exterior change and/or destruction, by rewriting the zoning ordinance to protect the area from "regionalization" and by placing on the ballot Measure I, "The Elmwood Commercial Rent

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