

October 23, 2003

Ms. Claudia Cappio, Development Director
Community & Economic Development Agency
250 Frank Ogawa Plaza, suite 3330
Oakland, CA 94612

Re: Jack London Square Redevelopment Project, Case File no. ER 03-0004,
and the October 22, 2003, Design Review Committee Meeting

Dear Ms. Cappio,

I was encouraged to see at the October 22 Design Review meeting that the developer's team is willing to modify its plans and be more respectful of the wonderful and historic Heinold's First and Last Chance Saloon. However, further revisions still need to be done. I think the best design approach would likely be to have:

1. Open space immediately surrounding the Saloon and the nearby log cabin with high-quality landscaping and a thoughtful variety of flora (no palm trees, please! A good horticulturist with some imagination should be consulted). Some attractive public seating should also be included;
2. follow the landscaped area with a transitional area of low-rise buildings;
3. then a stepping up to the larger structures envisioned.

The scale of the Saloon and cabin is so modest, their architecture so charming and evocative of an earlier time, it is important not to overwhelm them in the immediate vicinity. Perhaps the new low-rise buildings could include some exterior woodwork and detailing, echoing Heinold's wooden façade and late 19th-century architecture in general, and reminding visitors of the waterfront's historic nature.

The creation of an historical walking tour with a series of permanent sites and objects nearby to view and visit relating to Jack London's life and career is an excellent idea. A brochure for self-guided tours of the walk should definitely be realized. The formation of a Jack London museum and center would also be welcome, if sufficient funding and resources could be acquired.

Sincerely,

Alan Templeton
315 Park View Terrace no. 304
Oakland, CA 94610