

October 2, 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

Dear Ms. Cappio,

Any new development project in this area should not be allowed to surround, encase or aggressively encroach upon the wonderful Heinold's First and Last Chance Saloon. This historic tavern is a unique Oakland treasure; there is nothing else quite like it anywhere in the region. It is an intimate and beloved locale which, along with Jack London's nearby diminutive, wooden cabin brought back to Oakland from the Yukon, are important reminders of our history and of one of our most important writers. We should not lose sight of the fact that this area is designated for recreational and educational purposes. Any additional commercial development should complement these purposes, and not supplant them.

If there is to be a Harvest Hall in the Jack London Square area, it may be more appropriate to locate it near the existing core of retail spaces along Water Street and the Embarcadero, west of Broadway. It would benefit the existing merchants to concentrate new retail space near them, and would prevent new structures from overwhelming the distinctive, small-scale historic gems near the east end of Water Street.

The Harvest Hall itself would likely also benefit from not being too much of a sealed-off, air-conditioned space, but rather partly open-air with limited climate control, so that shoppers may easily and directly take in the aromas of the produce, the sounds of the market and harbor, and the gentle sea breezes from the bay, as in traditional market halls of an earlier era. Perhaps more wood and less glass would also be a plus for such a structure, providing a visual link to other wooden structures in the area and allowing for more areas of shade from the sun. The building should not approximate a glass hothouse, overheating the produce and people alike.

Moreover, in planning further development for this part of town, care should be taken to preserve the distinctive and charming structures of the nearby Produce Market, centered along Franklin Street. These historic buildings and arcaded streets form an existing, open-air "Harvest Hall". It is an architectural and historic asset, and these buildings should be saved and helped to prosper so that future generations may also enjoy them.

Sincerely,

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