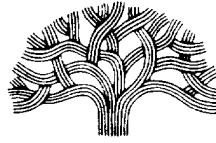


CITY OF OAKLAND



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Landmarks Preservation
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October 24, 2003

Ms. Claudia Cappio
Development Director
250 Frank Ogawa Plaza, Suite 3330
Oakland, CA 94612

**Subject: Landmarks Preservation Advisory Board – Comments on Draft
Environmental Impact Report for Jack London Square Redevelopment**

Dear Ms. Cappio:

At its regular meeting of October 6, 2003, the Landmarks Preservation Advisory Board (LPAB) considered the Draft Environmental Impact Report (DEIR) for the Jack London Square Redevelopment. The LPAB discussed the DEIR and directed the Jack London Square Redevelopment DEIR sub-committee to prepare a letter incorporating the Board's comments and concerns. These are outlined below.

- 1.) The DEIR correctly concludes that the current proposal is a Significant Adverse Impact (Impact E.4).
- 2.) The Landmarks Preservation Advisory Board (LPAB) disagrees with the conclusion of the June 24, 2003 letter from the historical consultant, Carey & Co., Inc. The LPAB believes that Alternative 2 would still be a Significant Adverse Impact.
- 3.) The LPAB believes the sub-alternative (page V-12) of maintaining Heinold's as a stand-alone building is the preferable solution. Despite this sub-alternative being preferable from a historic point of view, because the setback distance has not been specified, this sub-alternative may also have a Significant Adverse Impact.
- 4.) The DEIR did not adequately address the potential impacts of the adjacent Produce Market District and Waterfront Warehouse District.

- 5.) E.3b may cause economic impacts, which could effect Heinold's establishment.
- 6.) Mitigation should incorporate into new development a permanent historical display, which would serve to highlight Jack London and his association with Oakland and its waterfront.

Additional comments from individual LPAB Members, stated at the October 6, 2003 meeting are attached.

Five members of the public commented on the DEIR during the Public Hearing. The Board Secretary has attached their comments for convenience in addressing all EIR comments. Inclusion of public comments is not intended to indicate agreement or acceptance with them by the Landmarks Board.

Please contact Joann Pavlinec, Secretary to the LPAB, at (510) 238-6344 if you have any questions regarding the above comments. Thank you for the opportunity to comment.

Sincerely,

Una Gilmartin, Chair
Landmarks Preservation Advisory Board

Attachments: A - LPAB Member individual comments
B – Public Speakers

Cc: Heinold's First & Last Chance Saloon
48 Webster Street
Oakland, CA 94607

ATTACHMENT A

LPAB Member individual comments:

Board Member Dreyfuss:

- The DEIR is negligent in not addressing possible impacts on Produce and Warehouse district and these should be included;
 - The proposal in the EIR allows you to see only the front of Heinold's. The three sides are covered; the roof is covered and the sign is eliminated. The DEIR correctly concludes that it is a Significant and Unavoidable Impact.
 - Enclosing Heinold's in a glass atrium would still be a Significant and Unavoidable Impact. Enclosing a building in a five-story building of this scale is a significant impact. Disagree with architectural consultant letter that this alternative produces a less than significant impact.
 - Potential impacts of the sub-alternative in the DEIR that Harvest Hall be setback from Heinold's on all sides cannot be determined until more complete scheme is proposed.
- *Views/shadows:*
 - Disagrees that there are 'Less than Significant' impacts. Disagrees very strongly regarding views conclusions and the photomontages make it clear that views are impacted. EIR should evaluate the impacts.
 - Light and views of estuary – significant impact on ambiance of area by locating a commercial district at what is now a wide open connection to the estuary
 - The EIR needs to address impacts of development on historic downtown Oakland including the impact of new office space on downtown office rentals. The project could have a negative impact on downtown development and the economic life of downtown.
 - The EIR needs to address impacts on Farmer's Market, which is ongoing and very successful. This project would have some economic impact on the Farmers Market, due to competition from Harvest Hall and the new buildings that will make the area a less desirable area.

Board Member Armstrong:

- Heinold's deserves its own place with the incorporation of the Jack London cabin, the statue and wolf prints as a destination for tourism.
- The EIR should address potential impacts on the historic Produce Market and the Warehouse districts.

Board Member Hooks:

- The current proposal creates problems with respect to how the two buildings interface. The building will age differently where it is exposed from where it is contained within the atrium.
- The situation provides a design opportunity. Include alternatives with design schemes that stepback from Heinold's and provide space around it.
- The current proposal needs more consideration.

Board Member Gilmartin:

- This project offers a tremendous opportunity due to the premiere natural resource of our estuary. Heinold's is a small footprint, approximately 1,000 sq. ft., in a one million sq. ft. proposal. The project should be designed to avoid significant impacts on Heinold's.
- Mitigation E.3c. Moving the building is in and of itself a Significant Adverse Impact. Therefore, moving the building should not be done and is not a mitigation. Best construction practices should be executed to avoid excessive damaging vibrations.
- Recommend not moving the building. Moving the building will damage it.

Board Member Bliss:

- Disagrees that EIR should evaluate impacts on downtown Oakland.
- Feels less strongly about potential impacts on the Produce Market and the Warehouse District.

Public Speakers:

Carol Brookman, Proprietor of the First and Last Chance for 20 years:

- Building itself is the only intact historical building left in Jack London Square. It is a delicate, fragile building and requires constant maintenance. It is not maintained properly.
- It is an historic landmark and the business there is conducted in that manner.
- People from all over the world come to tour the Heinold's building and the Jack London cabin, which is no longer historic or authentic. It is a recreation of the cabin that Jack London stayed in for nine months and where he met Buck, the dog from Call of the Wild.
- The building should not be enveloped, cut-off and not a piece of wood should be taken from it.
- The cabin should also be kept since it is linked with Heinold's. The cabin is part of the tours given to people all over the world. Heinold's is written up in every tour book. It is an Oakland landmark, a United States literary landmark, and listed on the National Register of Historic Places.
- There should also be a Jack London museum. There was a museum in the village. The contents of the museum would need to be found. A museum, the cabin and Heinold's should be unified into an overall site plan, with landscaping, tables and umbrellas.
- The building needs protection from the western sun in the summer, perhaps shade trees, and from wind and rain in the winter.
- Jack London Square should be about Jack London.
- All employees of Heinold's are trained to answer questions regarding Jack London and to give tours.
- Heinold's interior also has many treasures, including military memorabilia from every war since World War I.

Gary Knecht, neighbor of Heinold's for over 20 years:

- In addition to historic issues, also concerned about the amount of parking, amount of traffic and the size of the garage.
- EIR did not include overall impact of this project, or its potential impacts, on both of the following adjacent historic districts:
 - Impacts to the Wholesale Produce Market, a district identified by the survey as a district that is eligible for the National Register;
 - Waterfront Warehouse District, which has been listed on the National Register;
- Harvest Hall celebrates food and agriculture and looks toward the area of the Wholesale Produce Market District. Suggest that developer look into acquiring and restoring the Wholesale Produce Market. This should be explored as a way to mitigate impacts and extend the project.

- The project does not yet relate to Jack London or Jack London Square in any meaningful way. Heinold's and the cabin are the only connections that remain. The museum should be looked at as an appropriate mitigation.
- Project should figure out a good relationship to the water and the estuary plan. This should be taken into consideration since the estuary has been around for some time, and is therefore historic.

Naomi Schiff, OHA:

- Heinold's should be taken out from under the project. Back the project away. If you put things in a glass case, they lose all sense of reality. The current design is a "Disneyland" approach to something that is authentic.
- The glass curtain wall is not appropriate. The 12-foot high Heinold's is out of scale in a five-story atrium. The project needs to back away. Other pieces need to be integrated into a historic area, including the log cabin, the statue, etc.
- Canary palms are not a native plant and should not be part of the landscape plan for this project
- Produce market must be coordinated with this project or it will die since the project is a major, food use development. There is a historic food use and this historic use should be part of the project.

Anna Naruta:

- Keep integrity and separateness of Heinold's.
- Look at impacts of this project on the Produce and Warehouse historic districts.
- On page IV. E-4, a table of cultural resources identifies shell mound sites. The EIR should consider the land use history of the area and there should be maps included. There might be an underestimate of prehistoric resources that this project could run into. There should be more on land use and maps showing fill areas that won't have prehistoric resources and where construction should be done more carefully. Given the nature of the site, recommend a mitigation to require Native American monitors throughout the excavation of the site for construction.

Joyce Roy:

- It appears that Harvest Hall was designed without regard to Heinold's.
- Instead of looking at pieces, the cabin, Heinold's, the statue, incorporate them into a square that connects them, allows people to know that they are special and to know why it is called Jack London Square. Make it comfortable and inviting with shade trees, landscaping and seating. This should be the start point of the architectural site planning and then to work buildings around that.