

Public Comments October 22 to October 29, 2013

I am writing to express my support for the Presidio Exchange (PX) proposal for reuse of prime national parkland in the Presidio of San Francisco.

This proposal is the only one that advances the mission critical goals of the Presidio and Golden Gate National Recreation Area, and is the only one that preserves and enhances the park values at Crissy Field.

The former Commissary site at Crissy Field--in the heart of a national park--deserves a cultural institution that is energized by and responds to the interests and passions of all our communities. With its open design and its constantly changing programs, the PX is best suited to reflect the needs of all visitors--local and from afar.

The Golden Gate National Parks Conservancy, the sponsor of the PX, has played a key role in preserving the Presidio and transforming Crissy Field, and is best suited to continue the revitalization of this iconic region.

The legacy of Crissy Field and the Presidio Trust is at stake here with your upcoming decision. Thankfully, the PX proposal is before you, and is a once-in-a-lifetime opportunity to complete the reuse of nationally significant waterfront property. I urge you to select the PX.

Thank you.

Sincerely,
National Parks Conservation Association
on behalf of 2,411 individuals.

In my analysis of the Crissy Field proposals, I want to be respectful of George Lucas and all he has done in his life. His movies shaped my childhood. His philanthropy informed my teaching practices. And, he is clearly a leading citizen. How amazing is it that he wants to put a Star Wars and art museum in San Francisco? However, I don't believe that this location is the right location for his museum. As a child, I lived on the Presidio, and over the past decades, I have watched the transformation from military base to national park, an amazing feat. As a high school teacher, my students took part in many restoration projects in the park, and today, I am a frequent user. To me, the site of this project is not only surrounded by astounding beauty, but, it is a primary intersection between nature and our community.

Sports Basement worked hard to create a place of community and connected their enterprise with the mission of the park. They were successful in creating an outdoor oriented community, based right out of their store. To their credit, they were not singular in their vision, but adapted and worked with the Trust, the NPS, The Parks Conservancy and park visitors to offer more than just a place to buy running shoes. If we are going to dispose of this enterprise, then we should select a concept that will not have a myopic, singular focus.

While I am grateful that someone like Lucas is willing to make such a large investment in our parks, his proposal, his approach, and his actions suggest that this museum is less about the Presidio and more about what he would like to build. Moreover, while his proposal suggests that there would be ongoing connectivity to visitors, the location, and the focus of the museum suggest that many visitors will come once or infrequently to the museum. The Crissy Field setting and location begs for a different kind of entity.

Mr. Lucas' most recent statements berating the Trust, and those who may have ideas for the site that differ from his, suggest that this project is more about him, and his ideas, than about what might be good for the park. To me, the museum he has proposed could be set anywhere in the nation, in any city, and in many venues. In fact, he has said that if his Crissy Field proposal is not approved than he will take it to Chicago or elsewhere, but not another national park, because at the core, his museum does not need to be in a park.

I am thrilled that Lucas has such passion and wants to build something that provides a legacy to his vision, but it seems to me that his vision is self-serving, and he appears hemmed in by his own vision of what should be, unable to see beyond what he wants.

Perhaps the biggest irony of the Lucas project is that with his incredibly generous offer to fund the whole project, he essentially removes any need for community buy-in and support. This may be attractive to politicians, but doesn't make for strong bonds with supporters. The project, fully funded, sprouting from one man's idea, will be less a community asset than a monument to Mr. Lucas' life. While there is nothing inherently wrong with Mr. Lucas wanting to build a museum, it just shouldn't be done at Crissy Field.

As a concerned citizen, rather than being dazzled by a powerful and wealthy person like Lucas, no decision is better than the Lucas Museum. But, if we must build on Crissy Field, than without a doubt the stronger, more community centric proposal is the Presidio Exchange.

Yours,
Steve Hagler

Please note my support for the Golden Gate National Parks Conservancy plan. This plan provides for our local and regional communities the best use of this resource with thought to those visiting the area as well. As a local property, I believe the interests of those in residing in the SF area deserve most consideration with what to do with this particular building within the larger national park.

All projects are valuable and worthwhile and can be located anywhere to be successful. The Golden Gate National Parks Conservancy plan offers the most appropriate use of this property to benefit all.

Jo Ann Berman

Resources should be placed where there is need, a likelihood to see return, and excellent history of stewardship. I am in favor of the Park Conservancy's proposal for those reasons.

Sincerely,
Kerry Levin MD

I am not in support of any of the proposals for development. the word "development is an oxymoron to the intent of a park. already there are too many cars in the area driving too fast on the narrow road - especially nearer Ft. Point.

Parks are for outdoors not entertainment venues.
Susan A. Ford

I write you in strong support of the Presidio Exchange proposal by the Parks Conservancy.

I spend many wonderful hours walking Chrissy Field, running my dog along the waterfront, watching races by outriggers, sailboards, kiteboards, and the America's Cup. I find solitude on my walks, catch up with friends for walks, and yes, hold business meetings while walking. I am grateful for the restoration and care by the National Parks and Parks Conservancy for this wonderful natural space we have today.

I write to you today in support of the Presidio Exchange as the most respectful of the natural beauty with which we are blessed in our Presidio. What is more beautiful than the natural beauty of Chrissy Field? How can any artist or exhibit replace the stunning beauty of a sunset behind Mt. Tam, or the wind and fog rolling in under the Gate, or that slice of sunshine peeking through Angel Island as the fog cascades over the hills?

No collection of illustrative art -- presented indoors, in electric lighting, air conditioning, and shaded from the sun -- can even come close to what nature provides us. There are many other wonderful San Francisco locations for the Bridge project and for Mr. Lucas' art collection -- consider the former Exploratorium, for example.

The Presidio Exchange proposal seeks to combine interior spaces with open exterior spaces for public gatherings and open use. This is what the National Parks are all about.

Secondly, I support the PX as the most respectful of ALL members of our community, from all walks of life, all ages, all socio-economic groups. This is a public space, dedicated to the WHOLE population. The other proposals all focus on selected niche groups in our society, dividing rather than uniting. You serve as the Board of a public agency -- OUR agency; please respect the interests of our larger body populace.

Thirdly, I support this choice as the lowest impact choice of the three proposals. The Presidio can already be a busy and crowded place on event days. The Presidio Exchange would host a myriad of events attracting varying attendance throughout the day and week, without creating heavy peak loads.

In contrast, the Lucas Museum would tend to draw a large number of automobiles and a tremendous number of busses, on a consistent basis. Trust my experience please, as, I now live in Sausalito. We are a tourist town; the busses and traffic can choke our streets and sidewalks. As we saw in the final races of the America's Cup, and as we see on heavy traffic days, it doesn't take much of an event to choke the area of Chrissy Field.

You have a unique, one-in-a-lifetime opportunity to further restore this area to its natural beauty, by selecting a project that brings more and more people in touch with nature and the beauty and history of this site. Please vote in favor of the Presidio Exchange proposal.

Thank you,
Wendy Richards

After reviewing the three plans for the old PX location in the Presidio we have decided to write this letter in support of the Lucas Cultural Art Museum's proposal.

Having a world class museum in a beautifully planned building with landscaped gardens which feature some of the world's greatest art, as well as "one of a kind" motion picture and animation exhibits situated at the base of the Golden Gate Bridge would be one of the most popular attractions and educational facilities in the world.

One of the things that differentiates San Francisco from all of the other great cities is the fact that through imagination, intellect, perseverance and entrepreneurial spirit some of the greatest electronic arts, entertainment and computer generated images were invented here. From Philo Farnsworth's invention of television to Industrial Light and Magic's brilliant visuals and THX's breakthrough sound designing/engineering, San Francisco has played a pivotal role. Even today when high tech companies could chose to locate anywhere, they overwhelmingly choose to stay here. Because it is like no other place, just as this museum is unlike any other museum, it deserves to have a home at Crissy Field, in the Presidio, in San Francisco.

It is our hope that you will vote in favor of The Lucas Cultural Arts Museum's proposal and by doing so you are voting for the future of the Presidio as a world class cultural and educational center.

Sincerely,
James W. McCullough, III

We know a few families who would love to see the Lucas Cultural center be the choice!!

Kim Forbis

My wife and I are frequent visitors to the Presidio. We have thought and talked about the various proposals. By far and away, in our opinion, is the Lukas concept. Also as we are all aware it will have proper funding for a long time-beyond the life of George Lucas. His art collection will compliment the overall Presidio buildings and art works. Please chose this project

Thank you
David and Claudia Chittenden

Hello. Thank you for watching out for not only the residents of San Francisco but also for the millions of people who visit our beautiful city every year. I have attended and volunteered for many events over the years and several of them used Sports Basement as the hub. With this in mind, my vote is for Golden Gate National Parks Conservancy to create the Presidio Exchange.

Thank you,
Denise Krufft

As a frequent visitor to San Francisco from my home in Western Australia, I won't bore you with yet another email promoting the advantages of approving the Lucas Cultural Arts Museum project because I know you've heard it all a thousand times before.

Please could I ask you therefore consider this email my endorsement of the Lucas project?
I hope you approve it without reservation.

Warm regards
MARK RAATS

In 1996 Congress recognized that the Presidio "... is one of America's great natural and historic sites..." when it created the Presidio Trust (the Trust). The legislation further recognized the Presidio's "... significant role in the history of the United States.". Congress sought "... preservation of the cultural and historic integrity of the Presidio for public use."

The Trust was primarily charged with preserving and managing Presidio property in a way to limit the exposure of American taxpayers. The Presidio was to be self-sufficient by 2013. Happily, the Trust achieved financial self-sufficiency well before the target date. While much physical preservation and updating has been carried out while it filled up buildings. Truth be told, for the most part the interpretation of those themes which distinguish the Presidio from all other places on earth has taken a back seat while financial pressures were eased.

The Commissary site is the last significant remaining untouched Presidio parcel. It is centrally located and has unique vistas. It will be at the new crossroads which will be created after the Doyle

Drive reconstruction is completed. Visitors will soon be able to walk from the Main Post over the rebuilt highway to the Commissary site then on to Crissy Field , to Fort Point , to the Bridge or elsewhere.

The Lucas Museum and The Sustainability Institute proposals both have extremely ambitious goals . Each anticipates widespread public interest in their programs. Yet, neither proposal has given any explanation of how their program is related to the Presidio, or why it must be located in the Presidio. Yes, they have each admired the beautiful site. But what would either of their programs do to help the Presidio meet its programmatic objectives as a national park ?

In April 2013, Golden Gate National Park and the Presidio Trust published the Presidio Interpretive Plan ("the PIP). The PIP has identified the historic and cultural themes uniquely connected to the Presidio which would benefit from new outreach, education and collaborations. The PIP anticipates that National Park Service (NPS), the Trust and the Golden Gate National Parks Conservancy (the Conservancy) will be the three principle partners to implement the PIP's program goals. These three partner are jointly responsible for all the significant "park-like" improvements already in the Presidio. There are too many to list. The Conservancy is largely responsible for projects which include the 100 acre shoreline park at Crissy Field, constructing five Presidio overlooks , ongoing habitat restoration on the Presidio Bluffs, etc., etc.

The Conservancy proposal to construct and operate the PX will be wholly about the Presidio. Undoubtedly, in addition to the PIP, the PX could create many other projects with the NPS and Trust in a new facility. The Conservancy has a proven track record of funding those projects it takes on. It only makes sense for the Trust to continue its long partnership with the Conservancy by accepting the PX proposal.

Paul A. Epstein

I would like to express my support for the PX project as it is an inclusive space, designed for all to enjoy and interact within. The blending of interior and exterior spaces is well suited to the location and meets the design guidelines for the area. It is also within the scale of the surrounding area and a beautiful building. The LEED goals are high as they should be for this type of space and location. Crissy Field is a public space with an enormous potential to serve the public and it needs to remain for all to enjoy, not a select group.

Thank you,
Carol Berghen

I believe the proposed development of the Exchange will enhance Crissy Field and provide a welcoming stopping off point for bikers and hikers. My visits to San Francisco would not be complete without renting a bike in the Marina and riding along Crissy Field and to Fort Mason.

The continued recreational development along this stretch of waterfront is to be commended and supported!

Kathleen Frank

I was a resident of the Bay Area for many years and now enjoy visiting often. I feel the Lucas Cultural Arts Museum is the best proposal for the Mid-Crissy Field site. The Lucas Museum represents events and information integral to our culture as well as most others. I was recently at Crissy Field and walked the bridge. The majority of languages I heard were foreign. I feel all visitors to the area would enjoy and benefit from the museum.

Mary Feragen

As a 29 year resident of Cow Hollow, I cannot state how strongly I approve of the PX option for Crissy Field.

It will be a fantastic living room that we can all enjoy on a daily basis, not just a museum that we visit once a year, if that.

Please choose the PX!!!!!!!!!!

Sincerely,
Kathryn Kimball

As a San Franciscan since 1970, I say go with the Lucas proposal. It will be a great attraction for tourists and residents of all ages and in an ideal spot. Sorry, but the other two finalists are bland and flaky. We don't need another cultural center or a sustainability site there. Both are boring and flaky and depend on public money, but a Lucas center will bring money into San Francisco and be a fitting use of the land, a real uplift for the city and an international draw. This really is no contest.

Please choose the Lucas proposal.

Thank you.
Will

I suggest that the Commissary Project be turned into open space with no buildings other than maybe restrooms and an outdoor shower.

Thank you
Jeff Finn

Having volunteered and worked for the Presidio as part of the Golden Gate National Parks for over 15 years, I want to advocate the selection of the Parks Conservancy's Presidio Exchange project as the best proposal for the enhancement of the park.

The PX plan seems very well planned to ensure its financial success and real service to the Bay Area as while also having the ability to develop and grow in directions that all of us in and around the Presidio do not yet know!

Thank you,
Johann Kingsfield

I strongly support the Presidio Exchange proposal submitted by the Golden Gate National Parks Conservancy. The GGNPC has shown, through its prior projects, that it has the knowledge, experience, passion and commitment to create another community treasure along our waterfront, one that will enrich the lives of Bay Area residents with its diverse programming.

Sincerely,
Gail Dolton

Re: Lucas Cultural Arts Museum We support the above project and urge you to choose it.

Sincerely,
Michael and Natalie Riley

I have walked, hiked, run, picnicked, rallied, and gone sightseeing at what became GGNRA in its various forms since 1958.

The most exciting and uplifting parts of the GGNRA and Crissy Field are those that most correspond to their original natural state. None of the three final plans meet that criterion.

The PX Plan appears to use the existing building and do the least damage to the existing, overbuilt, site.. However those structures and parking areas should be demolished and wetlands, dunes, and original habitat restored to the area.

The Sustainability Plan looks like a nightmare shopping mall combined with some of the worst aspects of the De Young Museum. It seems to be another use of the concept of "sustainability" to sell a most environmentally unsustainable project. Why not build a sustainable fueled nuclear reactor on the site?

I oppose anything proposed by George Lucas, on principle. I followed his attempts to bludgeon his neighbors into accepting an additional Lucas Ranch expansion. He had the gall to threaten his neighbors with a low-income housing complex if they refused to conform to his dictates. Using the poor as a threat is despicable. Using the poor to force the despoliation of the environment is doubly despicable. I

opposed his complex in the Presidio. We should not encourage billionaire monumentalism. His museum appears to be most suited to Pier 39, but would be a further attack on the waterfront.

None of these plans is acceptable. The area should be returned to nature.

The Palace of Fine Arts cries for a desirable public use. Why not incorporate the PX proposal at the Palace? This would continue the work of the Conservancy to provide social and cultural amenities for the public, while preserving historically and architecturally valuable buildings. The old PX is neither.

Michael S Donaldson

October 22, 2013

Presidio Trust Board of Directors
103 Montgomery Street, PO Box 29052
San Francisco, CA 94129

To Members of the Board,

After carefully reviewing all three proposals, I'm convinced the most compelling and appropriate concept by far is the exciting PX Exchange plan offered by the Golden Gate National Parks Conservancy. The Conservancy has consistently proven its extraordinary capacities to enlist all of us in helping grow our National Park and ensure that our "park for all forever" is not merely a slogan, but an inspiring reality.

The PX idea speaks most clearly to the power and potential of this place to capture the imagination and stimulate the engagement of our entire community and visitors from throughout the nation and around the world. Adjacent to the main post and Crissy Field and by the shores of the iconic Golden Gate, the PX will become the dynamic centerpiece of the public's connection to the Presidio and to the historical, ecological and cultural significance of the entire GGNRA, America's most visited National Park. One of the first two National Parks established in the midst of a major urban area, the GGNRA has always been first and foremost a park for all the people. Under the Conservancy's wise and experienced stewardship, the PX will become the park's premiere and most accessible public plaza, a place to connect with one another and with the profound legacies and significance of this national treasure in our own front yard.

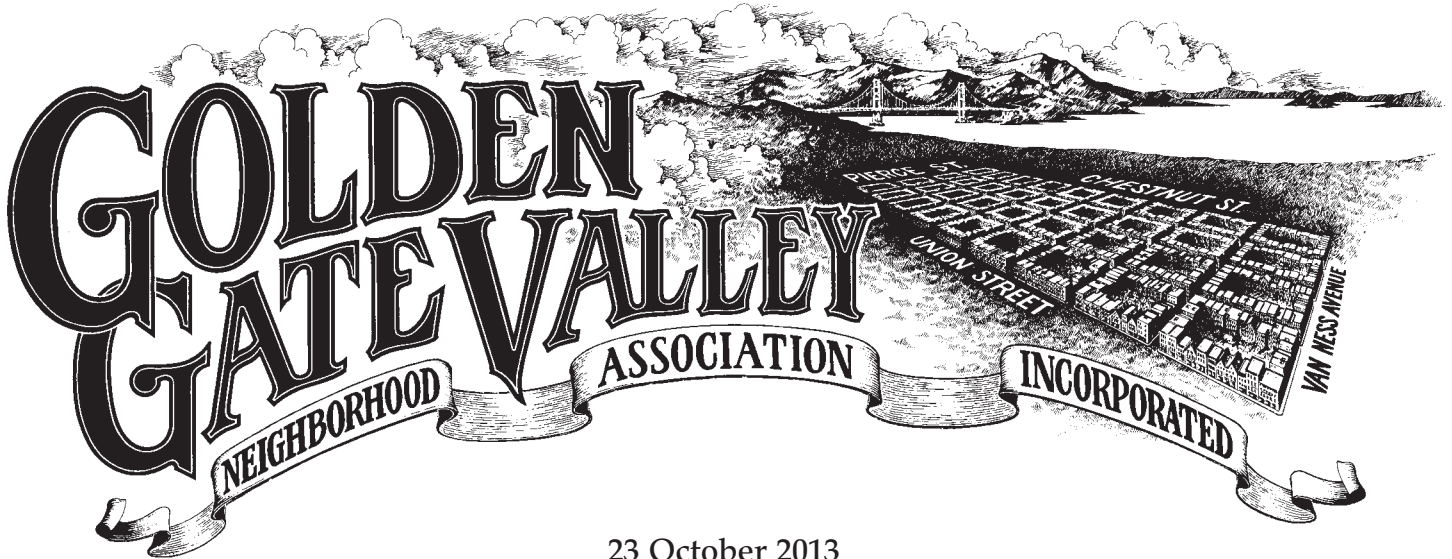
The programmatic and educational possibilities of the PX are virtually limitless, and no organization is better suited than the Parks Conservancy to fulfill the inclusive and innovative vision of the PX. The Conservancy has a thirty-two year history of educating and involving the public in many ways to enhance our National Park. It's raised hundreds of millions of dollars and enlisted and sustained tens of thousands of members and volunteers. In partnership with the National Park Service and many other community organizations, the Conservancy has given gifts that millions of us cherish every year, not the least of which has been the restoration and rebirth of Crissy Field itself.

This hallowed ground belongs to all of us, and the PX offers us as a diverse community the chance to once again join forces with the Golden Gate National Parks Conservancy to create a dynamic and world-class living legacy that's true to the spirit and promise of our National Park and that can adapt and benefit everyone for generations to come.

Sincerely,



Doug McConnell
Partner, ConvergenceMedia Productions



23 October 2013

Board of Directors
Presidio Trust
103 Montgomery Street
Presidio of San Francisco, CA 94129

**RE: PROPOSALS FOR COMMISSARY BUILDING SITE
ENDORSEMENT OF "PX" PROPOSAL**

The Golden Gate Valley Neighborhood Association (GGVNA), which is a member of the Neighborhood Associations for Presidio Planning (NAPP), recommends that the Presidio Trust adopt the PX proposal for implementation at the Commissary site.

The PX project, as proposed by the Golden Gate National Parks Conservancy, is the only one of the three pending proposals that is to be specifically directed at providing the public with an array of diverse educational experiences and programs about both the Presidio and this spectacular site on the shore of San Francisco Bay.

The Conservancy is most well suited to present to the public those kinds of experiences and programs that will appropriately interpret the rich historical cultural heritage of the Presidio and the natural history of the site and its environs. In this respect the Conservancy's track record over the last three decades and intimate relationship with the Presidio and the GGNRA speaks for itself.

With respect to this site and the Presidio and the GGNRA overall, the PX proposal is the proposal that is fundamentally "indigenous."

Sincerely,

Robert E. David
Member of the Board of Directors
Golden Gate Valley Neighborhood Association



**National Trust for
Historic Preservation**
Save the past. Enrich the future.

October 23, 2013

Members of the Board of Directors
Presidio Trust
Building 103, Presidio of San Francisco
San Francisco, CA 94129

VIA eDelivery: commissary@presidiotrust.gov

Re: Proposed Cultural Facility at Mid Crissy Field Site

Dear Members of the Presidio Trust Board:

On behalf of the National Trust for Historic Preservation, I would like to offer comments regarding the proposed development of a cultural facility at the 93,000-square foot former Commissary (Building 610) at Crissy Field.

Our Interest

The National Trust is a private, non-profit corporation that helps people protect, enhance, and enjoy the places that matter to them. Chartered by Congress in 1949, the National Trust protects and defends America's historic resources, furthers the historic preservation policy of the United States, and facilitates public participation in the preservation of our nation's diverse heritage. *See* 16 U.S.C. § 468.

Background

Our advocacy efforts at the Presidio go back many years, predating the creation of the Presidio Trust. As a concurring party to the Presidio Trust Programmatic Agreement (PTPA) for the Presidio Trust Implementation Plan, the National Trust is committed to the policy stated therein that:

The (Presidio) Trust shall manage and preserve the integrity of that portion of the NHLD in Area B through planning, research, and specific undertakings consistent with good historic preservation management and stewardship, the goals of the NHPA and related regulations, standards, and guidelines.

More recently we have been actively involved in planning efforts at the Main Post, and are a concurring party to the Programmatic Agreement for the Main Post Update to the Presidio Trust Management Plan (PTMP).

The National Trust's opposition to the CAMP proposal at the Main Post was based primarily on its inappropriate design and siting at the historic heart of the Presidio, a National Historic Landmark District. At the time, we underscored that the former Commissary, and not the Main Post, was specifically called out in the PTMP as the location for a major public cultural facility.

The Current Opportunity

We are thus pleased that attention has been refocused on the Commissary. The construction of the new approach to the Golden Gate Bridge is resulting in a remarkable transformation of the Presidio. The Commissary is at a pivotal location that presents a unique opportunity to knit the Presidio together in a way that was not previously possible.

Furthermore, in contrast to the situation when CAMP was proposed at the Main Post, the Presidio Trust is well prepared to evaluate development proposals at Crissy Field and to assure that any new development takes best advantage of the opportunity presented while protecting the integrity of the National Historic Landmark District.

The Presidio Trust identified specific goals and criteria for evaluation for a cultural facility in its initial Request for Concept Proposals. Among those goals was that the proposed facility be compatible with the natural and cultural setting along the Crissy Marsh and San Francisco Bay, and that it conform to the Trust's *Mid-Crissy Area Design Guidelines* and LEED requirements.

Protecting the National Historic Landmark District

The National Trust underscores the critical role of the *Secretary of Interior's Standards for Rehabilitation (Standards)* and the *Mid-Crissy Area Design Guidelines (Design Guidelines)* in providing a framework with which to evaluate the proposals to develop a cultural facility at the former Commissary (Building 610) at Crissy Field. A brief summary of the key guidance provided by these documents follows:

➤ *Secretary of Interior's Standards for Rehabilitation*

The *Standards* provide a framework for decision-making about work or changes to a historic property, including designing new additions or making alterations. Like all federal agencies, the Presidio Trust uses the *Standards* in carrying out its historic preservation responsibilities. The entire Presidio National Historic Landmark, including the Commissary site, must be treated in a manner consistent with the *Standards*.

While all ten standards are equally important, some have particular relevance to the redevelopment of Building 610. Standard 9 refers specifically to new

construction, stating that “new work shall be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.”

In an online resource for applying the *Standards*, the National Park Service offers additional guidance for “adjacent new construction on a site”:

New construction proposed as part of a rehabilitation project on a site should be compatible with the size, scale, and character of the historic property in order to meet the Standards for Rehabilitation. Most important, the new construction should not significantly alter the historic relationship of the existing building or buildings to their immediate surroundings, destroy historic features, or obscure primary views of the historic property.[#_ftn1][1]

Finding the right balance between differentiation and compatibility can be a design challenge in any setting, especially one as historically significant as the Presidio. New infill construction should not be so similar to the context so as to be mistaken as historic, nor of such contrasting design as to detract from the setting. Historicist design approaches are particularly problematic: Standard 3 states that “changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken.”

One final note regarding the *Standards*: Standard 8 states that “archeological resources will be protected and preserved in place.” A successful proposal should avoid impacting archeological resources.

➤ *Mid-Crissy Area Design Guidelines*

The *Design Guidelines* reinforce the *Standards* while adding greater specificity and precision that reflects the vernacular industrial context at Crissy Field. In developing the *Design Guidelines*, the Presidio Trust solicited public comment and consulted with the signatories and concurring parties to the Presidio Trust Programmatic Agreement (PTPA), the agreement that guides the Trust’s processes for complying with the National Historic Preservation Act.

Appropriately, the *Design Guidelines* specifically reference the *Standards*:

Differentiate new construction and building additions from existing historic buildings, yet maintain compatibility according to guidance from *the Secretary of Interior’s Standards for Rehabilitation*. Design the scale and dimensions of new building elements to respond sensitively to the scale of other Crissy Field structures” (23).

The *Design Guidelines* note that the historic context to which new construction on Crissy Field should respond consists of “open, industrial architecture”:

The historic buildings at Crissy Field (Area B) are characterized by white walls and red roofs, with an openness that allows for strong connections between interior uses and street life (p. 22).

Regarding the Commissary specifically, the *Design Guidelines* do not call for replacement, but rather remodeling:

Remodel non-historic Building 610...Remodeling may include but is not limited to replacing the façade and roof, reconfiguring the structural system, modifying or expanding the existing mezzanine, removing or reorganizing interior walls, modifying the building footprint, constructing modest additions, and adding compatible fenestration (p. 23).

The National Trust strongly encourages the reuse of existing structures, including non-historic ones, as the most environmentally responsible development approach, and the approach most in keeping with the Presidio Trust's commitment to sustainable design practices. We are disappointed that two of the current proposals do not appear to contemplate any reuse of the existing structure.

The *Design Guidelines* also speak specifically to the design of a remodeled Commissary:

Any remodel of Building 610 should aim to create a contemporary structure that is compatible with the historic architecture that characterizes Crissy Field....The objective should be to reference the simple geometric volumes of other Crissy Field structures (p. 23).

Any remodel of the Commissary should be of a scale that protects existing views and does not visually dominate the historic context. The *Design Guidelines* provide specific guidance, including building heights:

Preserve views from the Main Post toward Crissy Field, the Bay and Golden Gate, and from Crissy Field to the National Cemetery and Main Post, by keeping the height of new construction below the bluff profile (elevation 45 feet), which is approximately 35 feet above the existing ground elevation at Building 610 and 603 (p. 23).

The successful proposal should conform to these height limits.

Finally, the National Historic Preservation Act (NHPA) requires the Presidio Trust to take actions which minimize harm to National Historic Landmark District (NHL) to the "maximum extent possible" 16 U.S.C. 470h-2(f). The National Trust strongly encourages the Presidio Trust to avoid an adverse effect to the NHL. This can best be achieved by selecting a project that clearly conforms to the *Design Guidelines*—one that reuses rather than replaces the

existing structure; that complements rather than competes with the historic context; and that does not block views.

The successful applicant should demonstrate a commitment to the working with the Presidio Trust and stakeholders to finalize a design that respects the historic qualities of the Crissy Field and the Presidio in accordance with the National Historic Preservation Act. Such a commitment will go a long way towards achieving a successful outcome and avoiding pitfalls in the review process that harm the interests of the Presidio Trust, the project applicant, and the public alike.

Sincerely,

A handwritten signature in dark ink, appearing to read 'Anthony Veerkamp', written over a light blue rectangular background.

Anthony Veerkamp
Field Director

PACIFIC HEIGHTS RESIDENTS ASSOCIATION

2585 PACIFIC AVENUE
SAN FRANCISCO, CA 94115
TELEPHONE: (415) 922-3572

23 October 2013

Presidio Trust Board of Directors
The Presidio Trust
103 Montgomery Street
San Francisco, CA 94129

Via e-mail to commissary@presidiotrust.gov

Subject: Mid-Crissy Field Site Proposals – Support for the Presidio Exchange proposal

Dear Board Members:

For over 40 years the Pacific Heights Residents Association (PHRA) has represented households within the area bounded by Van Ness Avenue, Presidio Avenue, Union Street and Bush Street. Our members treasure the Presidio – few people are lucky enough to live so close to a National Park and its resources.

The Presidio is a jewel in the San Francisco Bay area, and the Mid-Crissy Field Site is a jewel within the Presidio. Whether looking at the Mid-Crissy Field area, or looking from the Mid-Crissy Field site, one sees links to the military history, socio-political history and natural history of this area. This is an important site, and what is built here will affect the visitor experience of the Presidio for decades to come.

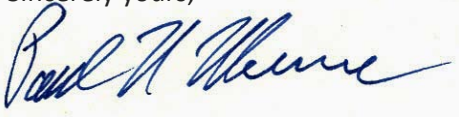
When mapping the proposals against the Trust's RFP, the recently published Presidio Interpretive Plan, and best practices for new construction in a historically significant area, one proposal stands out: The Golden Gate National Parks Conservancy's "Presidio Exchange" is the only project that clearly integrates programming that addresses these 3 aspects, integrating them into a flexible, dynamic framework designed to evolve over time.

This conclusion is strengthened when one considers how the 3 proposals address the "Critical Questions" asked in General Superintendent Frank Dean's Sept 23 letter (PLN-305-NPS_LETTER_ON_COMMISSARY_DECISION.pdf)

The Conservancy's record is an outstanding recommendation of its ability to both develop outstanding programming and to generate the financial support necessary to carry out the objectives.

PHRA asks that you select the Golden Gate National Parks Conservancy's "Presidio Exchange" project.

Sincerely yours,



Paul H. Wermer
Board Member, Pacific Heights Residents Association

**2309 CALIFORNIA STREET
SAN FRANCISCO, CA 94115**

October 23, 2013

Members of the Board of Directors
The Presidio Trust
103 Montgomery Street
San Francisco, CA 94129

Re: Commissary Project

Dear Trust Board Members:

What an agreeable surprise it is to find that one of the proposals for reuse of the existing Commissary building is a project that will make a graceful and deep contribution to presenting the history of the post and its role in significant events worldwide that have shaped this nation. I look forward to visiting the Conservancy's Presidio Exchange (PX) and finally learning much more about the currents of history that have passed through this special place.

Others have gone into the detail of how this proposal meets the needs of the Presidio to present its story, both now and in the future as more knowledge is unearthed and new methods of presenting that knowledge are developed. I cite in particular the comments you have received from NAPP, the Neighborhood Associations for Presidio Planning

It must be satisfying for you to see such a well thought out project in response to the Presidio's needs.

Sincerely,



Carol Brownson
San Francisco neighbor



San Francisco Group
85 Second Street, 2nd Floor, Box SFG, San Francisco CA 94105-3441

October 23, 2013

Board of Directors, The Presidio Trust
103 Montgomery Street
San Francisco, CA 94129

Dear Members of the Board:

The Sierra Club, local and national, has been a passionate supporter of the Golden Gate National Recreation Area since 1970. It is because of this enduring relationship with the GGNRA and the Presidio, we wholeheartedly support the Presidio Exchange proposal for the Mid-Crissy Field site.

It is the only proposal which satisfies the Project Goals, particularly its compatibility with “the natural and cultural setting along the Crissy Marsh and San Francisco Bay”.

The proposed PX connects the outdoors of Crissy Field, visited by millions each year, with programs of education and recreation that will further understanding of the Presidio’s natural resources and history in a building which fits well into the landscape. The PX will connect visitors with national parks in the United States and in the larger world.

Over decades, the Golden Gate National Parks Conservancy amassed a track record second to none with its accomplishments, awards, park transformations and restoration projects – transformation of Crissy Field, more than 500,000 school kids participating in Parks as Classrooms, 34 indigenous archeological sites in the park managed in partnership with native peoples, 17 miles of park trails improved, built or planned for enhancement **AND** 4 endowment funds created.

The Presidio Trust Board has this opportunity to leave an important legacy – approving a project worthy of the unique site – the Presidio Exchange. The other proposals are institutions which do not depend on the unique values of the Presidio, or indeed, this extraordinary site.

The Presidio is a national park and merits a cultural institution worthy of its uniqueness. The Lucas Cultural Arts Museum and the Bridge/Sustainability Institute could be built anywhere. They have no immutable link to the Presidio or to Crissy Field.

The Conservancy has demonstrated its mettle in its partnering with the National Park Service and the Presidio Trust. It has demonstrated its ability to fund the Presidio Exchange proposal by raising more than \$300 million dollars in park support since 1981.

We commend the efforts of the Presidio Trust board and staff to seek the best proposal for this site on San Francisco's doorstep. We urge your selection of the Presidio Exchange.

Yours truly,

Rebecca Evans
Chair, San Francisco Group
Sierra Club



San Francisco Tomorrow

Since 1970, Working to Protect the Urban Environment

October 23, 2013

Nancy Hellman Bechtle, Chair
Presidio Trust Board
Presidio of San Francisco, CA 94129
Sent via electronic mail

Re: Commissary Site

Dear Chair Hellman and Fellow Board members,

We believe the PX proposal is the best choice.

At San Francisco Tomorrow's October Board meeting, we voted to support a project at the Presidio's Commissary site that will achieve the goals of the Presidio Trust as stated in the Request for Proposals (RFP), specifically as conveying the long and unique history of the Presidio. The PX proposal best meets those criteria.

The Trust's Request for Proposals says that the site offers 'an extraordinary opportunity to create a cultural facility of international distinction, befitting its location at the Golden Gate.' The commissary site should house a project worthy of the location and one uniquely suited to this place across from Crissy Marsh at the edge of San Francisco Bay.

What is located here on this most prominent site near the Bay should express the history of the Presidio and its stunning environment. It should not primarily call attention to itself with grandiose architecture. It should advance a program and achieve a form that could not exist anywhere else.

Thank you for providing this opportunity to provide input on this important issue.

Sincerely,

Jennifer Clary, President

Will you want to live in San Francisco – tomorrow?

44 Woodland Ave
(415) 564-1482

San Francisco, CA 94117



October 23, 2013

Dear Members of the Presidio Trust Board of Directors

I write to you as both a resident of the Presidio and as an educator to support the Parks Conservancy's PX proposal. Every day I am appreciative of the manner in which you have coordinated restoration of this historic and natural treasure. Whether I visit historic buildings on the Main Post, hike on the trails, or walk along Crissy Field, all of which have been made possible through the collaborative efforts of the Trust, the Parks Conservancy, and the National Park Service, I am struck by the conscientiousness and respect manifested for this unique place. As an educator, I direct my doctoral students to the incredible stories told here; the stories of the past, of course, but also the contemporary stories that students and researchers can learn from about volunteerism, philanthropy, and the private/public partnerships that can protect and nurture our natural and historic treasures for future generations.

I urge you to continue this admirable legacy by selecting the Parks Conservancy's Presidio Exchange (PX) proposal for the development of the commissary site. The PX seems to meet all of the Trust's criteria to: offer programs with broad themes that have "lasting relevance," be compatible with the natural and cultural setting, complement current uses and activities, integrate well with plans for Crissy Field and the Main Post, and, importantly, adhere to the Mid-Crissy Field Design Guidelines. As a resident, I especially look forward to the reconnection of the Main Post and Crissy Field and the new programs and activities that will grow out of a further collaboration of the Trust and the Conservancy.

Sincerely,

JoAnn McAllister, PhD
Director, Human Science Program

I am writing to express my support for the Presidio Exchange (PX) proposal for reuse of prime national parkland in the Presidio of San Francisco.

This proposal is the only one that advances the mission critical goals of the Presidio and Golden Gate National Recreation Area, and is the only one that preserves and enhances the park values at Crissy Field.

The former Commissary site at Crissy Field--in the heart of a national park--deserves a cultural institution that is energized by and responds to the interests and passions of all our communities. With its open design and its constantly changing programs, the PX is best suited to reflect the needs of all visitors--local and from afar.

The Golden Gate National Parks Conservancy, the sponsor of the PX, has played a key role in preserving the Presidio and transforming Crissy Field, and is best suited to continue the revitalization of this iconic region.

The legacy of Crissy Field and the Presidio Trust is at stake here with your upcoming decision. Thankfully, the PX proposal is before you, and is a once-in-a-lifetime opportunity to complete the reuse of nationally significant waterfront property. I urge you to select the PX.

Thank you.

Sincerely,
National Parks Conservation Association
on behalf of 259 individuals.

I think what the Trust has done with the Presidio is spectacular and brilliant, making it easily one of the most beautiful and accessible places anywhere. The entire area has been revitalized with an implicit "welcome to all" at every turn.

The PX proposal is an ideal and exciting one to continue the Trust's great work. I heartily support the PX plan as the only one that invites the great community of not not only the Bay Area, but the world beyond.

Let the Trust add to and continue its transformative work!

Sincerely,
Peter Stack

I am writing to say that I believe strongly that the- [Presidio Exchange](#) – proposed by the Golden Gate National Parks Conservancy, is a far better way to make use of the the land in question at Crissy Filed than the Lucas Museum proposal.

I will state the most important reason first: whereas the Lucas Museum is something I might visit once a year or more likely once every 2 or three years, the Presidio Exchange is something I would visit many times during the year. The Exchange is far more useful to many more people. Thousands of people visit Crissy Field and the Presidio Exchange will act as a welcoming spot to visit, warm up, rest up at, enjoy a

program or exhibit, and commune with others. Also it offers a perfect spot to have something to eat at, or have a drink overlooking Crissy Field and the GG Bridge-----something no other bar or restaurant in San Francisco offers by the way!!!!

Just as the Trust found that the Fisher Museum should go elsewhere, to SFMOMA in that case, the Lucas Museum should go to another spot. In today's newspaper John King spoke for the Lucas Museum to go where the Exploratorium used to be. He wrote at length about how that site is more suitable.

Thank you very much.
Billy

I support the proposal by GG Trust very strongly over the other two, particularly over the Lucas one.

Ephraim Hirsch

Please choose the Conservancy's project. The Lucas museum can be built anywhere but the PX obviously needs to be at Crissy Field!

Susan Topor

I'm writing to voice my strong support for the Presidio Exchange (PX) project at the former Commissary site, as proposed by the Golden Gate National Parks Conservancy (GGNPC). Of the three proposals submitted, I feel the PX clearly distinguishes itself as having the best chance of achieving the stated goals of the project, as well as the broader, stated mission of the Presidio Trust.

The Presidio Trust's mission statement describes your goals for the Presidio as "keeping the Presidio forever a public place, vital to the Bay Area, important to all Americans, and recognized for achieving broad benefits for the nation".

The RFP for the Commissary site outlined six (6) primary goals. They are:

1. Enhance the visitor experience of the Presidio.
2. Provide programmatic offerings that are fresh and vital, that connect to broader themes, and that stimulate imagination and creativity.
3. Offer cross-disciplinary programming that can be effective in advancing knowledge that has broad and lasting relevance.
4. Be compatible with the natural and cultural setting along the Crissy Marsh and San Francisco Bay and conform to the Trust's *Mid-Crissy Area Design Guidelines* and LEED requirements.
5. Complement current uses and activity in the Presidio, and integrate well with plans for Crissy Field and the Main Post.
6. Welcome a broad cross-section of the community in a manner that reflects and reaffirms the public nature of the Presidio.
7. Be economically viable

The GGNPC, an entity dedicated to the stewardship of our most precious local resources, and a longtime partner with you, clearly got the message, and have submitted a proposal that embraces these values, not merely as lip service, but because they are fundamentally aligned with their purpose and mission.

Specifically, the PX project understands it's context. The GGNCP see this as one piece in the rich fabric of the Presidio, including Crissy Field, the tunnel bluff, and the Main Post. Its offerings are designed to continually pull locals, as well as the many tourists to the area, into the Presidio for activities that educate and inform them, of all that the Presidio, San Francisco and the bay area have to offer. The building and landscape are designed to be seamless, and reflect both the built and natural world around them. Mr. Luca's proposal on the other hand would appear to be a relatively static presentation of an aging film series, for a relatively limited audience. While his greater theme of storytelling is important, it has no context to what is happening in and around the Presidio. The building, as shown in the proposal, rather than being compatible with the natural and cultural setting, is rather an example of the architectural mentality that the building should dominate and ignore the landscape. It does not appear to reflect the design guidelines or the broader setting in any way, which is reminiscent to the approach taken by Don Fisher and his proposed museum.

The PX proposal represents a broader cross section of stakeholders and visitors to the site. As a long time tenant of the Presidio, and collaborator with the Trust, our company understands the need and desire to drive visitors to the Presidio's many offerings. While a segment of the population will find Mr. Lucas' proposal interesting, I would argue that the constantly changing exhibits and activities to be presented in the PX will bring a much wider variety of bay area residents and tourists to the Presidio, enhancing the Presidio visitor experience for them by educating them to the history, culture, and natural environment of the Presidio. The other proposals are much more narrowly defined in their target market and approach.

I am not blind to the political forces at play, and understand the purely economic reasons for accepting Mr. Lucas' very generous gift. I'm sure you are all under great pressure to select Mr. Lucas' proposal. However, in my opinion, the PX proposal offers a far more compelling vision for the Presidio that will long outlive any discussion of the economics. It's a vision that will continue to evolve, as the Presidio does, and will ultimately be a project that you can all be proud of having supported. I sincerely hope you consider all the implications of whatever project you ultimately approve.

Respectfully,
Ted Lieser

As a son, a father and a resident of the Richmond District, I am writing to ask that you accept the wonderful offer of locating the Lucas Museum at the Commissary site.

First, I believe that the Lucas Museum will provide an experience that will be enjoyed by people of many generations. My father was personally inspired to become an artist by the works of NC Wyeth and other illustrators of that period. With the more current offerings that Lucas plans to also have at the museum it will surely be a place that I, and am sure others, could bring their parents and children to - at the same time - over and over again.

As a parent of a San Francisco public school child, I also look forward to my son benefiting from the rich educational programs that the Lucas as described. At a time that our schools and PTAs struggle to maintain proper funding and resources for arts, science and technology, the Lucas Museum would unite all three fields in a way for children that few other locations are able to do.

Finally, as to the location and body of the museum, I think the Lucas Museum would be perfectly appropriate for the Crissy Field location. Lucas is proposing a beautiful structure that would fit well there. I'm also pleased that Lucas plans to provide underground parking, covering what is and could be an unsightly presence of many cars. This should be required of any of the proposals that are ultimately selected.

I am also pleased that Lucas plans to pay the Presidio an appropriate amount of rent. I'm aware of several families in the Presidio who are concerned about their ever increasing apartment rents. Soon, unless revenue is found elsewhere (such as from the Lucas Museum), I'm concerned that the Presidio will continue to price out working families and that it will only be an area for the super-wealthy.

The Lucas Museum would be a wonderful and welcome addition to the Presidio and San Francisco's.

Thanks.
Chris Wright

I am a resident of San Francisco since 1970. I have raised 3 children in the City and put a high value on the integrity of the facilities at the Presidio.

I support the PX proposal but I also support using the Palace of Fine Arts as a new home for the Lucas Museum. I think it is incredibly appropriate. It has more adjacent parking, is closer to more transit lines and it is the very architecture that the Lucas proposal sought to copy. How much better to use the original! And there is more floor space at the Palace.

Of of Mr. King's reasons for his recommendation make sense to me and I hope they make sense to you. I realize you don't control the Palace but I am sure Lucas would be a slam dunk decision for the Palace tenant when the time comes.

Please select the PX proposal. The Lucas Museum will find a very appropriate home near by.

Thank you,
David Mischel

Please consider the proposal by George Lucas and his team to bring this museum to the Mid Crissy Field location.

This proposal of said museum is so exciting and will bring so many visitors to the area, who have long loved and followed the history of this man's creativity. There is so much more in the works and the opportunity to share so much of his work, with all of us, through this design compound is.....AWESOME!

Please, please vote YES on this choice.

LUCAS CULTURAL ARTS MUSEUM

Sincerely,
Lori Kendrick

I support the Presidio Exchange for the Mid-Crissy Field site. The reasons are:

1) San Francisco, and the Presidio specifically, is already established as a place for innovative community - oriented partnerships, and the Presidio Exchange would provide a focal point for cross-cultural, cross-disciplinary, community - oriented programming and exhibits.

2) The Golden Gate Parks Conservancy is well established at facilitating excellent projects and products, and has established a track record of successfully fund raising for, and implementing, terrific initiatives that provide great public benefit to the general public, and perhaps most importantly, for the local and regional community that uses the parklands the most.

In addition, I would recommend that the final proposal for the Presidio Exchange be amended to allow for the Exchange to accommodate museum quality art exhibits, at least in part of the facility. Other comments have made the good point that all-window walls and associated climate control issues will limit the use of the space for major museum exhibitions. While perhaps the open, flexible floor plan will not allow for major exhibitions, perhaps there is a way to build in movable walls and/or climate control and security systems that would allow for this type of use as a complement to the many other uses envisioned for the Exchange.

Thank you,
Marc Albert

Over the course of the various public meetings, I have heard people say that an art museum is not appropriate for this special site, and it does not recognize the unique features of the site. I would suggest that this is not an issue of a museum itself, but of the design that they have chosen.

Because they have decided that the building should reflect the designs of the Pan

Pacific Exposition, they have made the building classically symmetrical. Thus, the building faces and orients strongly to Mason Street, at the expense of recognizing the importance of the eastern area of the site, where the new expanse of landscaped area flows down from the parade ground. There is no large outdoor gathering area for the public. The design of the PX does this very successfully.

The problem with this building is that not only could it be located anywhere, but it could also house any kind of exhibit. I am surprised that Mr. Lucas did not apply his genius at creating things that are new and forward thinking to the design of this building, which would then reflect what is being exhibited and taught at the facility.

I don't want this to sound like I am against the museum. In fact, I think that such a facility could be a major benefit to the Presidio. I would just hope that if the board approves Mr. Lucas' proposal, that they also ask him to reconsider his design solution and use the design of the PX as inspiration for how his building should relate to the site.

Thank you.
Joel Cantor

Although I support the PX proposal over the Lucas Museum, I do think the Bridge proposal's emphasis on sustainability and involving all members of the community are critically important.

The Presidio is facing rising sea levels due to global warming. This issue affects everyone on the planet.

Hopefully environmental education *including* the causes and impacts of global warming will receive the attention it deserves by whatever entity is selected.

Sincerely,
Jean Colvin

Lucas is the clear winner. It embodies what we need in that area -- architecture that blends in the surrounding beautiful area and offering new and unique exhibits, etc. , that will doubtless bring in many more people than might ever visit the presidio and introduce them to the beauty and uniqueness of that area. we already know from the ilm building at letterman that lucas can not only create but MAINTAIN a gorgeous area that invites everyone in to enjoy it.

As for the others - architecture does not fit in and the ideas of the conservancy are nothing new to offer -- we already have lots of areas in the presidio for performances, etc. and the living room idea is superfluous -- my living room is the beauty of crissy field and being out in it or on the beach or on a bench.

Jo Ellen Bradley

I urge you to chose a project like the Bridge/Sustainability Institute or the Presidio Exchange.

Unfortunately, the Lucas Arts Cultural Museum just isn't suitable for such a unique site on the edge of the bay. It is a closed box, isolated from its environment. It will not help park visitors experience the wonderful area that is Crissy Field.

If Lucas Arts is serious about building a big-box museum in the Presidio, then please help them find another location. The area next to the Palace of Fine Arts would be a good location.

Thank you,
David Driver

I wanted to express my support for the new Lucas Arts museum!

Thanks,
Lou Reda

I support the proposed Lucas Cultural Arts Museum and the building design proposed by the Lucas people. The design blends in well with its surroundings and with other structures in the Presidio. Please approve the Museum as proposed by the Lucas people.

Roy Brakeman

I attended the Oct 24th public Board meeting and have read the letters in support of the Lucas Project.

Lucas supporters have a narrow focus unrelated to the Presidio or the NP System. Lucas, unlike the Conservancy, does not have the broad support of interested National Park System supporters, long involved local groups and I suspect, government agencies. His museum would be a major attraction itself, creating congestion at Crissy Field in conflict with project and NPS goals for the Crissy District. The building design is inappropriate.

The Lucas proposal should be rejected.

1. Discount the Narrow Focus of Lucas Supporters

All letters in support of the Lucas Project come from well known individuals in the film industry -- producers, film society, and from art museums, e.g., Getty.

These persons and institutions supporting Lucas have a natural affinity for his project, being interested in the same field as his museum will present. .

Their views in support of Lucas may be taken as those of interested parties. They believe that the museum proposed by one of their outstanding performers will benefit the entire industry and promote young people to enter their field. It is a singular perspective, and does not address how the project would attain the goals of the Trust or respond to the questions posed by the NPS.

I do not believe any of published Lucas supporters have expressed interest or been involved with the public comments on previous Trust matters, over the 17 year life of the Trust.

The views of the Lucas project supporters should be discounted relative to those supporters of other projects who have a demonstrated their long standing interest in the National Park System and the Presidio.

2. Negative Impacts of Lucas Greater Attendance

The support letters from three prominent elected officials, the Governor, the Mayor and Senator Feinstein, point principally to the economic benefits to the region from the additional tourism draw associated with the Lucas museum. I do not doubt that tourists to San Francisco may add the Lucas Museum to their itinerary. The Lucas Museum may attract more local visitors than the PX at first.

However, no where in the Project Goals or NPS queries is it suggested that the volume of visitors is a criterion to meet or to be used in comparison of alternatives.

If the Trust finds that the Lucas project likely would attract more visitors on a daily basis, that will be a negative impact in that it would exacerbate traffic, parking and congestion.

From Donald Green

I would like to voice my support for the PX Exchange proposal.

I also agree with Jon King of the Chronicle that the Lucas Cultural Arts Center would be best housed at the Palace of Fine Arts.

Thank you.

Sincerely,
Eustacia Brossart

I was unable to attend the meeting on the 24th due to another commitment but wanted you to know that I strongly support the PX plan for the Presidio

I have been volunteering at the Presidio for 4 years and want to see the most "natural" and all-inclusive plan adopted. Thank you for considering my suggestion.

Lisa Jackson

My husband and I would like to give our whole hearted support to the idea of allowing George Lucas to build his art Museum in the Sports Basement location. We attended the presentations on September 23 and found all of the ideas very interesting. But his plan for an incredible Art and Illustration Museum was the most creative and exciting of all! Tourists and locals alike would love it. I am sure there would be tremendous interest that would extend far beyond the borders of San Francisco.

Thank you,
Margaret and Ralph Lindmark

Remarks

by William K. Reilly

to the Presidio Trust at the Hearing for Public Comment on Proposals for the Lucas Museum and PX Cultural Center

October 24, 2013

I want to speak this evening as one who has been intimately involved with the Presidio beginning when I visited as EPA administrator and agreed to the request by Jim Harvey that EPA not list the Presidio as a Superfund site, which would have severely reduced its ability to attract investment and residents. In the months after I left EPA, I was heavily involved with Harvey and Toby Rosenblatt in designing the Presidio Trust and lobbying and testifying in Congress both to establish it in law and to fund it. I also worked to obtain \$100 million from the Army to clean up hazardous waste.

When George Lucas appeared before the Trust to defend his proposal to build the Letterman Digital Arts facility I was the trustee who pressed him to go beyond constructing a new office building. I reminded him that the building's presence in a national park was a great privilege and we needed more. He asked, "What do you want?" And speaking for the Trust I said, "A museum of the digital arts," recognizing that the technology, the art form, was uniquely the creation of the Bay Area and Lucas himself. From my chair in the hearing room, I heard his lawyer say, "Let's take some time with this." Lucas disregarded that advice and said, simply, "I'll do it." We the trustees included his commitment, which became our commitment, in the contract approving the building of the Digital Arts and Magic facility. He put up \$3 million as

earnest money toward the museum. Now the moment has come for both sides to honor that commitment.

It is a great credit to the wonderful Haas' Crissy Field restoration that it seems everybody wants to locate there. In fact, there is ample space to accommodate at least two of the proposals being considered. George Lucas' faithful payment of rent over the past years has been crucial to financing the renewal of the Presidio, as well as his payment for about half the entire cost of the PresidiGo shuttle. He created an exquisite park within a park which the landscape designer Larry Halperin said was his proudest creation. In recycling materials from the Letterman and LAIR buildings and recycling the water in the park, in the quality of design and materials and annual payments through two major economic downturns, George Lucas kept his word to us. He has been an exemplary citizen of the Presidio.

Now he proposes to build and endow a world-class museum. It is what we asked him to do. But the collection he intends to house in it exceeds the high expectations we had for it. This collection dazzled Washington and the 700,000 visitors who viewed it at the Smithsonian, breaking a record. N. C. Wyeth, Norman Rockwell—this is the people's art and they will come to see it. As they do, they will make a reality of the vision that inspired us to create the Trust, plan the future of the park, and create in San Francisco an urban park in an incomparably beautiful location where people would hike and play, make their homes and raise their families, dine at restaurants and work in offices, a park which the country's taxpayers supported for 13 years as a national, not just a local, asset. Now, to the great credit of the succession of Presidio trustees and management, it is self-supporting. Together with the beautiful redesign of the new

Crissy Field itself and the Larry Halperin park, the Lucas Museum will be a jewel in the crown of the Presidio and San Francisco. I doubt there is a city in the country that would say “No” to George Lucas's proposal. We already know that Chicago's mayor has offered free land to house it, observing that the city's investment would be recouped in just two weeks of visitor attendance. Some years ago, as president of The Conservation Foundation, I published an influential report—*National Parks For a New Generation*. The Presidio, with a major and popular museum, is exactly the model of such a modern national park in an urban setting. Many of the world's great museums are in parks and dozens are in national parks. Fully funded, with ample underground parking, raised up sufficiently to accommodate the expected rise in sea level—none of that can be said of any competing proposal under consideration.

The decision you the trustees make will be much-publicized and studied. It will be remembered as the significant decision on your watch. You are being offered a leadership gift the like of which will not come again, and if it is rejected will certainly not come to the Presidio. This proposal is precisely what the founding Presidio trustees, appointed by President Clinton, envisioned and asked for. It would be frankly inconceivable to me that it could be declined and that your grandchildren would have to go to another city to view the collection freely and generously offered to the Presidio, to the city, and to the country by George Lucas.

To the Presidio Trust Board of Directors:

Thank you for the opportunity for the public to share our views on the proposals for the Mid-Crissy Field site. I believe each of the three final proposals have value, but only one stands out as the most beneficial opportunity for the fantastic city of San Francisco.

I whole-heartedly urge you to accept Mr. Lucas' proposal for the Lucas Cultural Arts Museum. I strongly agree with the many people who have elegantly written about the benefits of having this unique museum in the Presidio. Truly, no other place exists that captures such a huge piece of our American culture and history and also celebrates human society as a whole, and the Lucas Cultural Arts Museum will do this using the universal language of visual images.

As a teacher, I have seen how the visual arts inspire young people. Even if they do not grow up to become artists themselves, they receive immense value from visual arts. We have become a visual society, and young people today learn so much more about any subject if the material is presented in a visual way. The benefits are not limited to youth; adults are greatly moved and affected by the arts. Even though we have become a technologically-advanced society over the years, we are still human, we still share human experiences through storytelling, and we are universally connected through these stories by visual images. There are few things in this world more unifying.

I am also an actor and director, and I am one of those people who can say that experiencing how films can affect us changed my life. I am in this field because of the ability to touch people in a very real, lasting way. My passion for acting and directing began with the love of storytelling, and it has grown as I have experienced what Mr. Lucas and so many other talented artists, mostly Bay Area artists, have created. I cannot thank them enough for inspiring me. It is rewarding to be able to share that inspiration with my students and actors; I cannot wait to see where their excitement and passion leads them and how they will shape the future - our future.

The Lucas Cultural Arts Museum will uniquely celebrate the past, present, and future of visual art. Families will be able to enjoy this experience together, admiring the art of the past, celebrating the art of today, and dreaming of the art still to be created. Teachers will be able to give their students an enriching experience that combines art appreciation, cultural studies, technology, and possibilities for their future careers.

Because the Bay Area has been the birthplace of many of the most talented and innovative people and companies, and the birthplace of digital technology itself, San Francisco is the natural and most appropriate location for this museum. I fervently hope you agree; otherwise, another city will be more than thrilled to welcome this museum as an obvious benefit to the city itself, but more importantly, to its future artists and storytellers. The people of San Francisco deserve the chance to host this amazing museum, not just for San Franciscans and Bay Area residents, but for people around the world who will come to celebrate who we are as leaders in the visual arts. Please accept this exceptional gift for us.

Thank you very much for your time and consideration.

Sincerely,



Sarah K. Kramer

BUTLER KOSHLAND FELLOWSHIPS

The Presidio Trust
Commissary Project
103 Montgomery Street
P.O. Box 29052
San Francisco, CA 94129

October 24, 2014

To Whom It May Concern:

I am writing in support of the Golden Gate National Parks Conservancy's Presidio Exchange proposal. It was through my work with Butler Koshland Fellowships that I was first introduced to the Conservancy and its Executive Director, Greg Moore. The work of BKF is to select the most extraordinary public service leaders to mentor an emerging leader in their sector. Greg was chosen for our program because he is widely considered to be one of the most outstanding leaders in his field; you would never know it from his humble demeanor, but Greg's work with the Conservancy serves as international model for excellence.

Just as the Conservancy serves a model, so does the Trust and the Presidio itself. People come there from all over the world, not just to passively witness natural beauty, but to be activated by the possibilities that urban rejuvenation, community engagement, and visionary land management can bring. This is why your decision, and the spirit in which it's made, is so important. As a model organization, the Trust has the opportunity to set a standard—to proudly declare that our national parks are indeed a place where we can meet the best version of America and of ourselves. By committing to these values, and in doing so, creating new possibilities for exchange, the Presidio will surely become a catalyst, inspiring other parks to reawaken their imaginations—here in the Bay Area and around the world.

Opportunities like this one are extremely rare. Yet here you have the space, the resources, and moreover—between the Conservancy, the Trust, and the National Park Service—you have a team that is unparalleled in its capacity to lead a dynamic effort of this kind. When will a moment like this come again? I urge the Trust to seize it—select the Presidio Exchange and unleash its dazzling, world-changing, legacy-making vision.

Thank you^{!!!} for your time and consideration. I am grateful to the Trust for opening up this process for public comment.

Kate Brumage

156 2nd Street, San Francisco, California 94105 (415) 852-6932 www.bkfellowships.org

Butler Koshland Fellowships is a fiscally sponsored project of Community Initiatives.

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Marty Krasney
Thomas C. Layton

I am writing to express my support for the Presidio Exchange (PX) proposal for reuse of prime national parkland in the Presidio of San Francisco.

This proposal is the only one that advances the mission critical goals of the Presidio and Golden Gate National Recreation Area, and is the only one that preserves and enhances the park values at Crissy Field.

The former Commissary site at Crissy Field--in the heart of a national park--deserves a cultural institution that is energized by and responds to the interests and passions of all our communities. With its open design and its constantly changing programs, the PX is best suited to reflect the needs of all visitors--local and from afar.

The Golden Gate National Parks Conservancy, the sponsor of the PX, has played a key role in preserving the Presidio and transforming Crissy Field, and is best suited to continue the revitalization of this iconic region.

The legacy of Crissy Field and the Presidio Trust is at stake here with your upcoming decision. Thankfully, the PX proposal is before you, and is a once-in-a-lifetime opportunity to complete the reuse of nationally significant waterfront property. I urge you to select the PX.

Thank you.

Sincerely,
National Parks Conservation Association
on behalf of 27 individuals.

We live in the Marina, have been San Francisco residents for over 35 years, and frequently benefit from all the wonderful amenities available in the Presidio -- long walks, the Disney museum --a big hit with visitors of all ages, events at Golden Gate Club, all the outdoor activities available -- the beaches, Crissy Field, cafés, etc etc. It makes living in San Francisco so very special.

The Lucas Cultural Arts Museum will be a fantastic addition to the Presidio. The exterior designs are beautiful, and the Lucas group has already so improved the Presidio with Letterman Digital Arts and their amazingly gorgeous landscaping surrounding the bldgs that all of us get to enjoy. We can only imagine how wonderful the experience of utilizing this new museum will be for city residents and lucky visitors.

Please support this fantastic opportunity.

Thank you.

Mona and Richard Harroch

As a native of Southern Marin and a 25 year resident of Pacific Heights, I've seen many changes in Crissy Field - all of them for the better. It is a favorite place to take visitors, my charges when dog-sitting, and meeting up with old friends for a long walk and a cup of a coffee. One of the things I love about the

adaptive reuse has been the cohesion of theme and physical space, and the way everyone uses the space.

For that reason I find the Lucas proposal utterly inappropriate (although I'd love to see them submit a proposal for the old Exploratorium). The Presidio Exchange seems the only option that comes close to honoring that sense of place and purpose, and is the only one I can stand behind. I'm sorry Mr. Lucas is playing "I'll take my dolls and go to Chicago" but that is certainly his prerogative. For those of us who live nearby and use the area, however, I have little sympathy.

I look forward to the ongoing improvements in this remarkable area.

Regards,
Canice Flanagan

I support the George Lucas proposal because: 1) it's neo-classical design fits already within the neighborhood of historical buildings and the near-by extremely popular Palace of Fine Arts; it's not introducing modern design into a beach front environment. 2) the purpose to house a museum of early beginnings of popular cartoons and film will draw an international and local group of visitors that seldom visit the National Park except to ride a rental bike en route to crossing the GG Bridge and onto Sausalito; 3) the other proposals seem to meet the interests of those who already know about the development of the GGNRA and will not cause most visitors to stop and visit the facility; the National Park already has a number of meeting places and groups that work together for various purposes. 4) Lucas is paying for the entire cost of construction, maintenance, etc., whereas the other buildings require massive amounts of fundraising.

Sincerely,
Mary W. Graves

TRUSTEES

Walter J. Haas
CHAIR

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Ira S. Hirschfield
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FOUNDERS

Evelyn D. Haas
1917-2010

Walter A. Haas, Jr.
1916-1995

October 29, 2013

Members of the Board of Directors
Presidio Trust
103 Montgomery Street, P.O. Box 29052
San Francisco, CA 94129

Dear Presidio Trust Board Members,

As Trustees of the Evelyn and Walter Haas, Jr. Fund and as your concerned and committed philanthropic partners, we write to you regarding the Mid-Crissy Field area and the proposed developments for the Commissary site. From our first grant in 1986 to restore Crissy Field—to our lead gift in 2007 to transform 24 miles of trails, bikeways and overlooks throughout the park—to our deep investment in rebuilding the Rob Hill Campground that opened to the public in 2010—we have been honored to play a role in helping the Presidio fully pursue its vision as a national park for all.

Any use of the Commissary site will be inextricably linked to the Haas, Jr. Fund's deep, ongoing investments in this park as well as future investments currently being considered. We are keenly interested in seeing that developments in this physical epicenter of the Crissy Field corridor align with and enhance the many successes accomplished at its bayfront. The changes about to take place due to the construction of the Presidio Parkway will open up real and important connections between Crissy Field, the Main Post, and the Presidio Trails. This area is on the cusp of even further transformation, thanks to other generous and inspiring philanthropic investments, which will help create a spectacular corridor to the south with tunnel top parklands, a new visitor center and the expansion of the youth campus at Crissy Field.

A Call to Step Back and Take the Long View

We believe it could take several years for the Presidio Trust and its partners to fully understand how pending park developments in this special corridor will be embraced by visitors. All these new park places will have effects in the Mid-Crissy Field corridor—effects that we will better understand as time passes. Because of this, we believe that time works to the benefit of the Presidio. While we deeply appreciate the passion and resources poured into each of the final Commissary site proposals, ***we ask that you select none of the proposals at this time.*** With the park's long-term interests in mind, we strongly endorse the “wait and see” approach advanced by Superintendent Frank Dean in his letter

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of September 23, 2013 to the Presidio Trust. We encourage the Trust to take the additional time it needs—at least three and perhaps up to five years—to understand how these changes will influence visitor use and engagement before embarking on additional projects that may or may not fully complement the park experience that has been embraced and celebrated at Crissy Field for over a decade.

Exciting changes are currently underway in this important corridor that we hope will further the accomplishments at Crissy Field, and they will require careful study to understand their full impact.

- *What capital and programmatic improvements will the community want to see in their park that would be most ideal to complement and enhance— rather than detract, duplicate or compete with—public engagement efforts and programs that are being carefully and thoughtfully planned by the Trust and its park partners?*
- *How will new pedestrian, bicycle and vehicle use patterns change the way the Trust will want to approach traffic, parking and public transportation solutions to accommodate the hundreds of thousands of new visitors to the park projected in each of the final proposals?*
- *What is the right balance between building space to house indoor programming relevant to the Presidio's history and culture, and more open space to experience the pleasure and peace of this remarkable and beautiful place?*
- *With the advantage of lessons to be learned in this thriving corridor and with the benefit of fully understanding the community's perspective, will the Trust want to revisit the assumptions made more than 10 years ago when the Presidio Plan was formed and re-evaluate whether a cultural institution still makes sense given these still-evolving uses—and whether such an institution is even necessary for the Presidio to achieve its mission and strategic goals?*

With ample time to allow these transformative changes to take hold, we believe the Trust will be in a better position to answer these and other critical questions not yet imagined. When community leaders, park officials and donors collaborated to re-imagine Crissy Field years ago, even the most optimistic among us never dreamed the park would one day attract more than 1 million visitors annually. What delightful surprises and important challenges will surface a few years from now in this special corridor that will help inform the best use of the Mid-Crissy site?

Key Concerns Moving Forward

Even after taking the time you would need to fully assess the impact of current growth underway in the Crissy Field corridor, we ask that you consider three primary concerns before making decisions about the Mid-Crissy site.

- ***We ask that you decline any project not in keeping with the architecture and design rules articulated in the Mid-Crissy Area Design Guidelines, including height requirements, carefully established by the National Park Service and the Presidio Trust.***

In scale and in character, a building at this site needs to blend unobtrusively with the design of Crissy Field, current historical structures in the area, and the 20 acres of new parkland that will be created including the new tunnel tops and youth campus.

- ***We also ask that you carefully consider the real impact of increased traffic on this key corridor.***

While we understand that a traffic demand management and parking plan is a requirement of the Trust's proposal process, we remain concerned about significantly adding to the number of cars in the park, putting potentially untenable demands on the area's parking capacity, even with the proposed addition of 350 parking spaces. Equally problematic is the proposed increased traffic on current roadways, particularly along the entirety of Mason Street. In a bustling area where cars, bicycles and pedestrians already compete, adding more traffic to the perimeter of Crissy Field will require public transportation and other solutions to help alleviate overcrowding and related concerns about safety and the quality of the park visitors' experience.

- ***Finally, we ask that you consider the fundamental democratic purpose of our national parks when making your decision about the mid-Crissy Field site.***

This extraordinary park, steeped in history and filled with unparalleled natural beauty and cultural assets, is now positioned to embrace its full potential as a beloved asset for our community thanks in large part to the Presidio Trust's hard-earned accomplishment of meeting the financial mandate of sustainability required by Congress. Any central activity there should be deeply connected to the Presidio and "honor the power of place."

We ask that any proposed project require meaningful engagement with the community in developing its core purpose and vision, a democratic principle at the foundation of Crissy Field's restoration more than a decade ago that has had an extraordinary and lasting result. Rather than fulfilling the vision of a single individual, any new development in this important corridor should be community-inclusive. When making your decision, we ask that you uphold two important values in perpetuity: to advance the great American idea that our national parks are for everyone, and to ensure public involvement and ownership in creating a vision for this magical place that will respect its past while ensuring its future.

Of the proposals currently in front of you, we believe only one responds to both the democratic purpose of these parklands and the Mid-Crissy Area Design Guidelines. The PX Exchange (PX) proposal is highly compatible with Crissy Field and the Presidio and has the potential to enhance the park-making efforts currently planned. In addition to a thoughtful national study of contemporary cultural institutions, it has been informed by a broad and diverse range of community perspectives in its core purpose and is committed to active community involvement as an essential element of its public programming. While we have great respect and faith in the PX's sponsor and our partner for nearly 30 years, the Golden Gate National Parks Conservancy, we still believe that park improvements in this corridor need to be carefully sequenced. We should complete the inspiring vision of connecting the Main Post to Crissy Field through the tunnel top parklands—and then take stock of how the Commissary Site might best complement these new park improvements.

Please accept our sincere thanks for your dedicated public service. We are pleased to be your philanthropic partners as you enter a new park-making era and carefully steward this magnificent local and national treasure. We encourage you to take the time required to make the best decision for the Mid-Crissy site, build upon the legacy of many who have worked tirelessly to ensure the park's public benefit, and secure its timeless relevancy for generations to come.

Sincerely,



Walter J. Haas



Betsy Haas Eisenhardt



Robert D. Haas



Ira S. Hirschfield

cc: Senator Dianne Feinstein
House Democratic Leader Nancy Pelosi
Frank Dean, General Superintendent, National Park Service, GGNRA
Craig Middleton, Executive Director, Presidio Trust



United States Senate
WASHINGTON, DC 20510-0504
<http://feinstein.senate.gov>

October 29, 2013

Mrs. Nancy Bechtle
Board of Directors
The Presidio Trust
103 Montgomery Street
San Francisco, CA 94129

Dear Nancy:

As your review of the various proposals for the former Commissary site near Crissy Field comes to a conclusion, I write to you to reiterate my strong support for the proposed Lucas Cultural Arts Center. I have monitored the public input, and have reviewed the detailed proposals put forward by your three finalists. I continue to believe that the Lucas Cultural Arts Center will be an attraction for the young and old alike. Bay Area residents and visitors from all over the world should be given this tremendous opportunity to be inspired and enriched by Mr. Lucas' breathtaking collections.

Mr. Lucas and his team have already proven to be successful collaborators with the Presidio Trust through their redevelopment of the former Letterman Hospital site. Similar to that project, I know that the Presidio Trust and Lucas Cultural Arts Center can create a beneficial partnership for the entire Bay Area.

After four years of discussion, and extensive public review, it is time for the Board to make its decision. Yours is an opportunity to provide an amazing gift to generations to come. I urge you to do so by supporting the proposed Lucas Cultural Arts Center. Please feel free to contact my office at (415) 393-0707 if you have questions.

Sincerely,

A handwritten signature in blue ink, appearing to read "Dianne", with a long, sweeping underline.

SUSAN SWIG

Dear Friends at The Presidio Trust
Thank you for your hard work on behalf
of our community to choose the right pro-
posal for the Sports Basement site at Crissy
Field in The Presidio.

I am 100% in favor of The Presidio Exchange
and would like to express my support of this
proposal that I believe is not only appropriate
for but will also enhance this beautiful public
site.

Its mission is consistent with ideals that I
embrace for all of us in San Francisco as
we work together to sustain a quality of life that

is consistent with ZIC democratic values, including those such as inclusion, transparency, creativity, collaboration and aesthetics.

While I have great appreciation for George Lucas's achievements and generosity, I do not believe that his museum is appropriate for this site.

Crissy Field is one of our most cherished public treasures and it deserves timeless ideals, programming and architecture. I believe the FX proposal embodies these.

In the spirit of engaging standards to sustain, enliven and celebrate this spectacular site that we hold so dear, I urge you to vote for The Presidio Exchange.

Thank you,
Most sincerely,
Shawn Swick
2509 Broadway
SF CA 94115
415 999 4126

THE PRESIDIO TRUST
EXECUTIVE OFFICE
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Oct 24, 2013

Board of Directors, The Presidio Trust
103 Montgomery St.
San Francisco, CA, 94129

Dear Members of the Board,

On behalf of the national Sierra Club and our 2.3 million members and supporters I would like to support The Presidio Exchange as the best proposal for reuse of the Commissary site. We agree with the Trust that the Commissary site offers “an extraordinary opportunity to create a cultural facility of international distinction, befitting its location at the Golden Gate and honoring the power of place.” In our view there is only one proposal that fully meets this high-minded vision – The Presidio Exchange proposal.

One overriding consideration is that any new building should be less intrusive in the landscape than the present one. This is a unique, world-class scenic site and it should not be overpowered by a new more intrusive building. Only the PX proposal meets this criterion.

The PX proposal also is the best suited to the site from a purpose and thematic point of view. The PX proposes to supplement the purpose and programs of the Presidio Visitor Center and Heritage Center. It would elevate the joint park partner commitment to interpreting the Presidio’s rich natural and cultural heritage.

The Golden Gate National Parks Conservancy, which has organized and put forward the PX proposal, is a well-respected partner with a long history of working closely with the National Park Service and the Presidio Trust to protect, restore, and interpret the Presidio. We believe the PX proposal meets or exceeds all the important criteria brought forward in your request for proposals. The same cannot be said for the competing proposals by The Bridge and the Lucas Museum. Neither of these competing proposals needs to be located in this prime public place and their purposes can best be accomplished at alternative sites outside the Presidio.

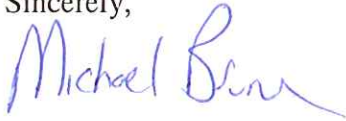
Speaking of the Lucas Museum proposal, we fail to see why a museum displaying an art collection and detailing the evolution of digital arts needs to be located in a site that should be celebrating the history and culture of the Presidio. The building would loom over Crissy Marsh, block views and draw heavy car and bus traffic. Its design does not fit with the National Historic Landmark designation of the Presidio. The selected project is supposed to “complement other Presidio offerings,” but the Lucas proposal has no connection to other Presidio themes. The winning project is supposed to “maintain the character and integrity of the district”, but again the Lucas proposal fails the test.

The Bridge proposal also is not tied to the Presidio history and culture and need not be located in this historic location. It is not clear it would be economically viable, but even if it were, it should be located at a site outside the Presidio.

In summary, we urge the Trust to approve the Presidio Exchange proposal as submitted and reject the competing proposals from the Lucas Museum and the Bridge.

Thank you for this opportunity to provide our views.

Sincerely,



Michael Brune

Executive Director

Beverly Lipman
188 Favonio Road
Portola Valley CA 94028
bevlipman@sbcglobal.net

October 25, 2013

The Board of Directors
The Presidio Trust
103 Montgomery Street
San Francisco CA 94129

Dear Trust Board Members:

Of the three proposals which are now under your consideration for the Commissary site at Crissy Field, I find that the park-based cultural center proposed by the Golden Gate National Parks Conservancy, the **Presidio Exchange (PX) proposal**, is by far the best.

Why? Because this proposal embraces so much of what San Francisco and the Bay means to residents of the region as well as to visitors from around the world.

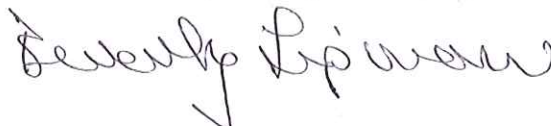
The historic and cultural aspects which will be emphasized in the **PX proposal** are incomparable~~ impact of our native peoples, discovery of the Bay by the Spanish, history as a transportation hub and locale for strategic emplacement of defense structures. Views from the Commissary site are spellbinding: the Golden Gate Bridge, the Bay and views of lands across the bay. These should all be shared with the public as befitting the Presidio's role in this nation's incredible National Park system.

There's much more, which the **PX proposal** holds in promise for people, by way of offering a venue for art and creativity and outdoor gathering spaces. This proposal settles so well into the important natural backdrop of the Presidio itself, taking advantage of recent improvements such as to Crissy Field and other landscaping restoration measures.

Please choose the Presidio Exchange (PX) proposal which the Golden Gate Natural Parks Conservancy has offered to you.

Sincerely,

Beverly Lipman



THE PRESIDIO TRUST
EXECUTIVE OFFICE
RCVD OCT 29 '13 PM 8:58

DAVID CRAIG

1233 TAYLOR STREET #4 • SAN FRANCISCO, CA 94108 • (415) 771-1590

24 October 2013

Board of Directors
The Presidio Trust
103 Montgomery Street
San Francisco, CA 94129

Dear Presidio Trust Board Members,

I most strongly and joyfully encourage you to approve and accept the plans offered by Lucas Cultural Arts Museum's proposal for the former commissary and Sports Basement site.

What a terrific idea!

San Francisco's Presidio and this beautiful stretch of land at the gateway to Crissy Field and the Bay is the absolutely perfect location for the Lucas Cultural Arts Museum with its unique collections, programs, and special events that would be at once renewable and responsive, historical and exploratory, and a forum for -- as the proposal states -- "experience and interaction."

This is a gift to the people of San Francisco -- and the world. Like the finest museums in San Francisco and worldwide, the Lucas Cultural Arts Museum will enchant and inspire the extraordinary variety of local museum-goers of all ages as well as attract enthusiastic visitors from around the world.

Diverse storytelling and educational projects are already evidence of the Lucas tradition of care and craft. The Lucas Cultural Arts Museum would serve to focus and expand this tradition and its huge potential in a glorious and accessible park within the Golden Gate. A perfect combination!

And, as spectacular as these plans and hopes are, I have no doubt that their careful and superbly-managed realization will be generous, magnificent, and enduring beyond all expectations.

Let's proceed! Please.

Sincerely,



David Craig