

## Public Comments October 7 – 22, 2013

I'm in support of the WRNS Bridge museum – the purpose and concept come from the right place – giving back to the community and serving a higher purpose.

Bridge has my vote!  
Regards,  
Julie Satterwhite

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Would LOVE to be able to visit this museum! I was raised from a very young age to love Star Wars, and still do today! Can't wait for this museum!!

Karis Krieger

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I would like to take a brief moment to voice my support for The Lucas Cultural Arts Museum.

Mr. Lucas has arguably produced, written and directed some of the most influential films of this century! His contributions to changing HOW films are made is staggering and his generosity to others is beyond reproach!

I would opine that The Lucas Cultural Arts Museum has the potential of being one of the most successful ventures for the Presidio and a positively influential destination for many generations to come.

Thank you kindly,  
Sincerely,  
John Burns

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I would like to cast my approval for the Lucal Cultural Arts Museum. Star Wars has had such a huge impact on American culture and a permanant display housing the art and costumes used in the films would be greatly appreciated by the many fans of the franchise. A new generation of Star Wars fans is ready to learn more about the movies and characters they love so dearly.

Thanks for your attention to this matter.  
Sincerely,  
Andrew Mehler

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My name is Tom Olsen, my wife, son and I travel on a regular basis to California and we would love to see Lucas Cultural Arts Museum at the sight that Mr. Lucas propose. I just want to say that we support them and would love to visit when it is a reality☺

Yours sincerely  
Tom Olsen

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George Lucas clearly deserves this due for a museum in his honor, given the enormous cultural impact he's had in US and world culture over the last 36 years.

Sincerely,  
Andrew Clark

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I support George Lucas' Cultural Arts Museum. I would make a minimum of an annual trip to the area just to visit as would a lot of fans. This would be great for the city!

Aaron Kent

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I am in favor of LCAM for the great imagination of George Lucas is a huge inspiration for my dream of becoming a film director. I believe that opening a museum will inspire younger generation who has never heard of Star Wars and create hope for the future

Juan Diego Colina

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A permanent exhibition of all the art involved in the making of Star Wars would be definitely a reason for me to return to your beautiful city that I had the chance to visit on my honeymoon. Star Wars is a cultural landmark worldwide.

Thanks for considering my view!  
Cheers,  
Antonio Díaz

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To whom it may concern,

I would like to see Lucas Cultural art museum because of "Star Wars" past cultural influence and its growing influence as more artists participate with their interpretation.

All three proposals sound good. LCAM covers both San Francisco, the U.S. and people in other countries. People who build their own costumes, write their own stories and expand upon the "Star Wars" base story.

LCAM can be more than just “Star Wars”. There are other Lucas movies, physics of “Star Wars” explained, as well as why so many creatures in the movie still resemble earth creatures to help educate the public and get people wondering.

Based on the LCAM appeal, a LCAM museum seems the most economically viable. Lastly, LCAM has brand appeal as a known attraction for tourists.

If you have any questions or would like additional information please feel free to ask.

Kind regards,  
Allen Shepard

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I would like to see the LCAM become a reality. Thank you.

Chris Butterworth

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I would like to support the [Lucas Cultural Arts Museum!](#)

Thanks,  
Rick

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I would like to see the Lucas Cultural Arts Museum built. I would love to come see it, as well as visit with my kidney recipient while visiting California.

Barry

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I cannot imagine a better fit for the Presidio than the Lucas Cultural Arts Museum. What better way to bring the cultural arts to the area than with the fantastic art work and imagination of George Lucas. Mr. Lucas has contributed so much to the appreciation of art and the growth of imagination. What better way to bring a useful cultural center to San Francisco than by the very art that helped shape a generations appreciation for the visual arts.

The proposal of a fusion between classic art pieces, children's art, digital art, model art, and an interactive section will ensure this cultural arts center will be drawing attendees throughout the year, and for years to come.

Sal Attinello

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WE have an urban park with spectacular views and the ability to interact with nature and we are considering putting a center there whose main access is looking at a computer screen? Irony?

Tech rules?

Why not put it in Yosemite?

It isn't that the Lucas Center isn't a stunning, brilliant option, it is that the site is wrong. This Center needs to be in a transportation hub area where people from the south and east bay can regularly visit. It is part of the reason that the Exploratorium moved.

R Lee

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I hope the committee isn't "snowed" by all the comments PRO-Lucas on your website....they're clearly robo-entries. Do we think any of them have actually been to Crissy Field?

Again (I've sent a previous email) I want to reiterate that this location on Crissy Field is not appropriate for the Lucas museum. In my last email (sent after the first presentations), I was rightly critical of the fact that Lucas didn't actually have a building to view, a fact that was a major concern.

Now that he has presented a building....wow! how bad can it get! I cannot believe anyone with any sense of the 21<sup>st</sup> C. and the ORIGINAL idea for the army post being turned into a PARK could even begin to accept the Lucas proposal.

Kathleen McKenna

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We would love to see the Lucas Cultural Arts Museum project go through!

Thank you for the consideration of my input.

Michael

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I have viewed all the proposals and the Lucas Center blows me away. It has a majestic and welcoming grand entrance to a building that evokes the history of San Francisco yet is a house of learning which uses cutting edge technology to encourage learning by looking forward. Using cultural icons as an entry point for learning can not be matched by anyone.

It will combine this in one place with an art collection, the type of which many, perhaps most, people don't even know exist. The Rockwell collection alone brings in a whole part of American History that our youth know nothing about, yet it covers a period that shows the development of America. His work are snapshots of daily life and beliefs that describe how we got here. Or maybe idealistic dreams we once had of what we could be as Americans.

How better to combine the past and future than under one roof. It will inspire and be great fun for adults and children. It will encourage interaction between parents and children all of us (mostly) who have been inspired by the world Lucas created.

It is truly a destination that will bring people back and back again. It will be a "must see" part of SF and bring people into the Presidio. They will learn of and enjoy our main post, learn of our history and enjoy Crissy Field and one of the most beautiful places and views any city has to offer.

Combining Disney and Lucas in one place is a place for dreams and memories.

I see a lot of support for the Presidio Exchange, which I agree has very good ideas, but they are just that, ideas of what they might be able to do with no real developed expectation of sustainability. It has a vision of who the target audience is, yet this city has many venues for similar work and presentations already, many underused. Their center is then in a "modern" building with lots of glass and sharp angles which has nothing to do with its surroundings or San Francisco. And there is the parking lot. This project will bring people to the Presidio, mostly in cars due to the real lack of public transportation, and will also be a part of the visual effect of the PX.

I can't wait to be a charter member of the Lucas Center.

Joyce Lively

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After studying the three final proposals, I support the Lucas proposal even though I have and continue to enjoy many of the benefits that the Conservancy has overseen during the development of the Presidio National Park. All three proposals meet the basic environmental and educational requirements goals of the park and are well documented in their proposals. I will address the considerations that influence my decision.

1. The Presidio is more than just a national park. It played an important role in the defense of our country and its legacy is found in the museums and monuments that are on the site. It is fitting that it should aim to attract as many visitors as possible. While the location of the Presidio facilitates decisions primarily by bay area residents, it is not a bay area park and national interest should be the primary consideration. The Conservancy's unspecified programs are designed to benefit bay area residents. It has successfully implemented visual and environmental goals. but it has not drawn a vast cross section of mainstream visitors, including many from the bay area.
2. The Presidio is currently a beautiful and environmentally friendly oasis. But its development has benefited the 1 percent, who are well heeled and can afford to live within the Presidio or in the surrounding neighborhoods. **In fact, the Presidio seems to be an exclusive park managed by the 1 percent for the 1 percent. The program goals in the current and prior Conservancy proposals have not adequately attracted the 99%, consisting of those with low income, and especially ethnic minorities of which the most glaring is the absence of Afro-American, Latinos and Asian families visiting the Presidio.** Many from the 99% are not attracted to the outdoors or to vague programs, no matter how well intended. Many from this group prefer an indoor area

where they can indulge in fun activities and, thus, can be exposed to the learning and creativity that are offered.

3. The global economy and competition for attention and resources are irreversible. Such a future necessitates an open mind and creativity. Some institutions are adjusting to the need to modify traditional practices to attract more visitors. The Academy of Sciences in San Francisco has modified its pure science approach and offers a mix to include "theme park" offerings. The Presidio should adopt a similar practical approach, free from pure ideologue.
4. The Lucas proposal is the only proposal that is financially sound. Its appeal is universal. The Conservancy proposal will require continuing funding challenges and will compete with other excellent and well established institutions that offer similar programs, all of which are struggling to remain afloat.

Sincerely,  
Margie Hom Brown

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I live in the Richmond District of San Francisco - 4 blocks from the Presidio. Few people, I would guess, enjoy more often than myself the existing amenities the Presidio has to offer - hiking trails, beaches, Crissey Field - the sense of peace and quiet in a busy city. Recently, an organization in my area of the city, many of whom live closer to the Presidio than even myself, voted 11-0 with one abstention, to support the Conservancy plan for the Commissary building. The Conservancy plan, as I understand the proposal, would continue to support and enlarge the very aspects of the Presidio I so enjoy today, albeit in an indoor environment.

I believe, however, the Conservancy plan has a flaw. The Presidio is not a backyard for the residents of San Francisco. It is a mixed use National Park. People visiting the Presidio from the greater Bay Area and across the US, might well have a reasonable expectation that their interests will be addressed in the future development of the Presidio. They may gravitate more toward existing and future indoor activities which can offer displays of interest, together with educational opportunities, that do not directly address conservation issues. The Lucas proposal would meet those expectations.

Royal Brown

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I'd very much like to see the Lucas Cultural Arts Museum built in the Presidio. The style of the building fits right in with the Bay Area. This museum would add greatly to the Bay Area's cultural attractions. Mr. Lucas is personally funding this project. It's a no-brainer. Build the Lucas Cultural Arts Museum for all of us to enjoy now and in the future.

Thanks.  
Diana Thewlis

Students at the Academy of Art University would flock to that museum as would all the very many artists and fans in the area.

Thanks for your response.  
Diana Thewlis.

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I would like to see the Lucas Cultural Arts Museum selected for the site at the Mid-Crissy field in the Presidio. I have lived in the Bay Area for decades and believe that the Lucas Cultural Arts Museum would be a fantastic addition to the Presidio. A museum that sparks the curiosity and imagination of young and old alike would be a welcome addition.

Sincerely,  
Bob Atwood

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You asked for comments.

It is beyond me why you want to evict Sports Basement to allow room you another "community resource". It can't be because Sports Basement is a store / business. There are several stores, gyms, even a swimming school that face Crissy Field.

Sports Basement is a great "Community Resource". There are always folks there. My two cents says it is an excellent use of the space.

Peace,  
Bob

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Please take seriously the proposal put forth by Golden Gate Parks Conservancy to transform the PX building and site to the community driven and citizen accessible proposal for the Presidio Exchange. Look at the quality of the projects spearheaded by the Conservancy. They are unmatched for their relevance, their relationship to the site and for their creativity. They are not private domains of wealthy entrepreneurs. They are designed and planned for community involvement and access for all. Isn't this the desired outcome for a unique site such as this.

Please approve.  
Nancy Stone

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I would be sad to see the site of Sports Basement become a Lucas Arts site. San Anselmo just put in a lovely pocket park thanks to Lucas with a Yodo and another character statue and while great for the first day it is basically empty most of the time I go by. The Presidio already has lots of Lucas buildings, which are extraordinary and great but not for this site. Put more Lucas where cars, transit, et al can get people there in great numbers, like the new Exploratorium. Crissy is a recreational outdoor park and is lovely. The Presidio Exchange idea of bringing in changing arts and events feels most in keeping with the

creativity of the SF Bay Area, Fort Mason Center, and the arms to plowshares important theme of repurposing the old military site in general.

Keep it open and changing, not a fixed Lucas focus. Thanks! Jean

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Keep the building low impact, no stores selling more unnecessary stuff, and not another educational center. We already have a number of gift shops. coffee shops and plenty of educational spaces on the Presidio. Keep it an open space. Crissy Field is packed with people and we need more outdoor space.

Return it to it's natural state.

Thanks.

Kathryn Hyde

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Prompted by a call out email from EHDD, I would like to voice my support for selection of the GGNP Conservancy's project concept for the Presidio Exchange. Out of the several proposals, it is this group's which will best invoke your mission and encourage public use of the park and its wonderful strip of waterfront. As San Francisco residents, many visits to that exact area for our family over the past 15 years would have been improved by having a gathering place a bit more grand than the Warming Hut.

Regards,

Conrado Vellve

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I am writing in support of the Golden Gate National Parks Conservancy's proposal for the future of the former Commissary site at Crissy Field: The Presidio Exchange (PX).

The park-like cultural hub is expertly designed, and a triumph of thoughtfulness, intelligence, creativity and respect.

The unique public experiences afforded by this design honors the Presidio's heritage, and reflects the ethos of the Bay Area: creativity, challenge, community engagement, hospitality, continuous learning, technology and sustainability.

Notwithstanding the harsh character displayed by the Lucas organization, in proposing their alternative, the LCAM design is an Expo-derivative that – in trying to capture moments from our past and blend-in with the surrounds – appears common and ordinary. A high-end San Antonio shopping mall. In terms of design inspiration (and, regrettably, the politicization of process) it represents the Disney-fication of Revival styles, in one of our city's landmark settings.

The PX substantially addresses the Mid-Crissy Area Design Guidelines, and creates a well-considered pathway between Crissy Field and the Main Post.

As such, EHDD's design is a victory for San Francisco.

Regards,  
Dave Miller

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I enthusiastically support the PX Project!!!! It is definitely suited to the site as a neighbor to Crissy Field.

I believe that the Lucas proposal will destroy what is so special about this national landmark. Visually and thematically it is inappropriate for a place of such public importance.

As someone who loves to walk and paint in the Presidio and on Crissy Field, I would appreciate a open center like the PX which would certainly add to any outing.

I urge the Trust Board not allow the vision of one individual to dominate a beautiful location. Rather, the Board should support the community based and cutting edge proposal called PX proposed by the public serving Parks Conservancy. It looks to the future, not to the past.

Thank you for considering my strong endorsement of the PX.

Sincerely,  
Mary T. Meehan

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I am writing to recommend that the Board select the Conservancy's PX proposal. It's combined history, cultural, environmental and Presidio centric programs would be an excellent enhancement to the Park's visitor experience, and the preliminary architectural plan looks excellent. The Conservancy has a proven and distinguished record of accomplishment in the GGNRA. It's past fund raising prowess will be in full evidence here as both the local community and National Park fans contribute to the success of this project, not only to its establishment but to its ongoing programs.

While one can appreciate the efforts of the other two contestants, the Lucas proposal for a museum to house a private collection of illustrator art and deal with digital imagery has nothing to do with the Presidio or a National Parks experience, and the building proposed would be a large anomaly. The other proposal is for a facility too narrowly focused on sustainability, and the sponsors have no record of effecting Presidio or National Park improvements.

Thank you, in advance, for your favorable consideration of these comments. /s/ David P. Bancroft

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Having reviewed the 3 finalists for the former Sports Basement site I believe that the PX proposal is the most in tune with the Park's users.

Thank you for the invaluable time & effort you all put in for this amazing Park.

Sincerely,  
Patrick Crogan

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The Presidio Exchange is clearly the best choice for the Commissary site. The site overlooking Crissy Field merits a contemporary program and contemporary, forward-thinking architecture. The PX proposal meets all the Trust's criteria and will be recognized as a landmark worthy of this spectacular site.

Thank you,  
Michael Rice

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Please, please keep the integrity of the park. The less is more approach is best. We do not want an urban Disneyland in the Presidio. Fort Mason is now frat housing. The PX project should be spacious (land dominant). It should be integrated seamlessly into this natural site.

Thank you for the opportunity to weigh in.  
Ann Lafargue Balin

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As a Presidio resident, a former urban planner and a professional engineer, I would like to offer a vote of support for the Lucas proposal. His design is world class; the concept for the museum is superb and he is offering the best collection of illustrated art in the world. To top it all off, he is willing to endow the project (\$700,000,000). This is a no-brainer.

Dr. Jim Sinclair PE

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I am in support of a PX since it is very much needed. It will be a huge asset to the area .  
Thank you  
Andrea Murphy

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I've seen the three proposals. I guess I haven't been following closely enough because I don't understand why the existing building has to be torn down. And why, if has to be torn down, it has to be replaced by \_anything\_.

I thought the whole point of burying the highway was to make Crissy better communicate with the cemetery, both physically and visually. Why put up a building that will just be a barrier to this?

John Riley

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I support the Lucas Proposal.

Austin Conkey

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The proposal from George Lucas for the old commissary site is by far the best use of this space of the ones being considered. Lucas has a proven track record in the Presidio and can be relied on to provide a quality product. The Parks Conservancy project does not have the coherent sense of direction, the unity of design, or the funding that the Lucas project would bring.

John Meyers

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For many reasons, we feel that the Presidio Exchange is the best choice of the three. It is inclusive and community-based, and would be a welcomed addition to the national park.

Jane Totten and Arnold Wasserman

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I concur with everything NPS General Superintendent Frank Dean says in his letter and, if there is no chance for a wait and see period as recommended, believe the PX proposal is most easily modified to meet NPS standards and enhance Presidio values, and protect and convey its history. A letter by Amy Zehring indicates how that can be achieved. "While the PX proposal is the best fit of the three choices for this location, it tries to be too many things to too many people all at once, and in the process short-changes the unique elements of its National Park setting. The National Park Service's Organic Act, which established the agency, includes a non-impairment mandate. This mandate requires the agency to 'conserve the scenery and the natural and historic objects and wild life therein and to provide for the enjoyment of the same in such manner and by such means as will leave them unimpaired for the enjoyment of future generations.' "

All the comments supporting the Lucas development indicate those visitors would go to the Lucas museum wherever it is located, so there is no need or reason for it to go here.

The site should support presentations that are about the site, as the PX's Goldworthy spiral intends to do.

The PX is also somewhat ephemeral so a great fit for a tsunami inundation zone. As taxpayers, we do not want to be held libel for a priceless Lucas art collection. As much as Lucas says it will be fully endowed, history shows nothing ever is, and the building and collection would one day end up being a tax payer burden.

Lucas development has already obscured one important vista with several big empty office buildings, from the Letterman area looking toward the City, which gave a great sense of the Presidio as a sanctuary, separate from a city.

Lucas's Chrissy Field proposal would obliterate another vista. The PX would allow for it and frame it.

Sincerely,  
Terry Keim

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I haven't followed the plans nor the process, but wouldn't it be smarter to use half the building as a truly revenue producing business and half as a "cultural destination," with plenty of parking for BOTH ???? You might half to enlarge the structure, but you'd be ahead...

Edward Lortz

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I support the PX proposal and feel it is the appropriate use for the Park. It is idea that fosters community involvement and universal use of this resource. Thank you for your consideration.

Eugene Gilmartin

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I have read of the exchange proposal and find it ideally designed to link the country's only National Park to the Bay and to the headland to the north. Whatever goes there should first and foremost preserve the character and purpose of the Presidio, this wonderful and unique urban treasure. I have read over the Lucas proposal and find it odd there nowhere in the long and detailed text did I find anything about the height of the building—five stories, reason alone, from my perspective, to reject the proposal. We have museums in parks, of course, but those parks are not the Presidio. The Lucas building, like the Fischer proposal, is a museum shoehorned into a rare natural space in one of the country's major cities. As with the Fischer Museum, I cannot imagine the traffic congestion it will bring to the arteries along Crissy Field, a wonderful example of Presidio preservation. The Presidio Exchange proposal preserves the soul of the Presidio as it is today—a place where people can go for solace and contact with the natural world. I urge you to support it.

Sincerely,  
Sidney J.P. Hollister

I will continue to follow this. If you can please add one word to the first sentence: urban. So the sentence reads "...the country's only urban National Park..."

E-mails! Thanks and keep up the fight to preserve this priceless urban oasis.

Regards,  
Sidney Hollister

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As a member of the Golden Gate National Parks Conservancy, I strongly urge the Board to select the Presidio Exchange (PX) proposal for the Commissary site currently occupied by the Sports Basement. Thank you for your consideration.

Sincerely,  
Steven M Clark

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I am writing in support of the Conservancy's PX proposal for the Commissary.

As a member of the Cow Hollow Association and as a delegate to NAPP, I have come to realize what an important decision this is for the Trust. (Please note that both the Cow Hollow Association and NAPP support the Conservancy's proposal.)

The Conservancy's proposal has been thoughtfully developed specifically within the parameters set by the Trust, and for the specific geography of the site. It is a very exciting proposal, which is outward looking, in both concept and architecture. The people who are attracted to the PX, will, in turn, be attracted to the park.

The Lucas proposal, in contract, was not developed to fulfill the parameters set by the Trust, and does not fulfill those needs. The Lucas facility is self-contained. It does not relate to the park. Those who come to view the art collection will be drawn in. They will not be drawn out.

Additionally, Lucas' proposal could be located anywhere. It does not need to be in a national park. And for that reason, it should not be in a national park. A national park should be reserved for park-like activities.

A park-like activity should be a departure from the hubbub of our busy urban life. Park-like activities include enjoying nature, learning about native plants, taking walks, having picnics, learning about the history of the area...and making a "pit stop" in a facility which teaches and encourages the park-goers in these endeavours. That is the definition of the PX. The PX is for all of us.

Sincerely,  
Louise Bea

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I support the GGNPC's vision for the Presidio Commissary's site. The Conservancy has done a wonderful job with design and fund-raising for its previous projects, all of which enhance and support the Park's goals. I expect the same expertise and level of commitment in the PX development. The other finalists have fine offerings but their proposals could be situated anywhere and are not related to The Presidio environs or its cultural or natural resources. The Conservancy's PX proposal truly seems to bring public and place together in celebration of all that the Presidio and other nearby National Park sites offer. I urge you to choose their proposal.

Thank you for all the work you have done in ensuring that The Presidio is self-sustaining and lives up to its potential as a truly wonderful National Park!

Sincerely,  
Cindy Shaw

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I support the PX!!  
maggie mack

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I support Presidio Exchange proposal as best choice for former Commissary site at Crissy Field. The Presidio Trust has done a wonderful job transforming the Presidio/GGNRA into a beautiful world class sustainable national park, and their work should be allowed to be continued, so public can further enjoy the area.

Thanks  
Helen Leong

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Thank you for considering using the former PX as a display area and inter-active forum for people learn about our national parks. I was recently a visitor to Austria and listened to a young Austrian guide as she exclaimed that she had castles but the US had their magnificent national parks! It made me very proud, and I wished that our people would love our parks as much. Any means possible is worthy of trying to achieve this.

Thanks -  
Sarah Allday

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I believe The National Parks [are](#) a place to attract all citizens of this country, to enjoy the most precious natural resources, regardless of their country of Origen, religious beliefs, ethnicity, etc, as well as [to welcome](#) visitors from all other countries of the world.

I think EHDD has done a superb job to create the Presidio [Exchange](#), as part of the Golden Gate National Parks, where locals and visitors will have a chance to experience the multicultural activities from other parts of the world.

The other two finalist proposals, focus on a single element of our culture, like film, that [could](#) be placed anywhere else in the bay area. The bay area waterfront should be, if possible, dedicated to the different cultural activities that are [available](#) here. The Presidio Exchange Proposal is in line with that concept. We are fortunate [locally](#), to be able to experience one of the most diverse communities in the western United States.

Thanks for your consideration.

Sincerely,  
Jorge Lee

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Amy Meyer  
3627 Clement Street  
San Francisco, CA 94121  
415-221-8427 [a7w2m@earthlink.net](mailto:a7w2m@earthlink.net)

October 10, 2013

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

Dear Members of the Board:

I enthusiastically support The Presidio Exchange (PX) as the best proposal for reuse of the Commissary site. The long-planned-for move of the Sports Basement is a wonderful opportunity for the Trust to create a legacy project by increasing visitors knowledge of the Presidio, and by using new ways to further understanding of outstanding natural and cultural park resources.

Beloved Crissy Field is the site within the Golden Gate National Parks most highly used by both residents and visitors. The former Commissary detracts from the iconic scene, but reuse of the site could offer valuable programs and provide sheltered enjoyment of the Golden Gate.

The preface to the Trust's Request for Proposals is inspirational. It says "the Golden Gate occupies a singular place in the American psyche," and states the 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." I welcome the Trust's decision to reuse the site for these purposes.

\*The commissary site should house a project worthy of the location, one uniquely suited to this place on the Presidio, and that cannot be housed as well anyplace else. Only the PX does that.

\* The project should offer collaboration with the Presidio Trust and the National Park Service and extend the offerings of the Presidio's Visitor Center and Heritage Center. Only the PX does that.

\* The building should be less intrusive in the landscape than the present one. Only the PX proposal does that.

\* The building should conform to the requirements of the Mid- Crissy Design Guidelines. Only the PX does that.

\* The building's architectural design should meet the requirements of the Secretary of the Interior's Standards for preservation of historic properties.

In 1970, Interior Secretary Walter Hickel declared that our park and a few others across the USA would "bring parks to the people where the people are"— in urban areas. The GGNRA has always been supported by local people: as political advocates, financial donors, and volunteers.

Much of this support has been organized and financed by the Golden Gate National Parks Conservancy. The best future for our Presidio, now self-sufficient and every month becoming a more beautifully rehabilitated national park site, lies in perpetuating and enhancing the sense of ownership people feel for our lands at the Golden Gate. This must continue past our time so the Presidio is a place of joy and learning for generations to come.

The PX would bring the most vital program mix to the site, drawing on the Presidio's rich ties to themes of history, nature, culture, and art, with strong connections to the Bay Area's notable leadership in innovation and technology. The PX would also remain true to the value of the Presidio Interpretive Plan, elevating the joint park partner commitment to telling the Presidio's stories and honoring its rich natural and cultural resources. The PX is a necessary, valuable program addition to the Presidio's Visitor Center and Heritage Center and the Conservancy would fully collaborate with the Presidio Trust.

For all the above reasons, I strongly endorse the Parks Conservancy's PX proposal as the best option, by far, for use of the site of the former Commissary. Only the PX proposal respects the wonderful natural and cultural values of this national park site. Only the PX would continue and enlarge the public's commitment to the Presidio and to the park.

I commend the efforts of the Presidio Trust board and staff—and the public process—to consider the best use of this pivotal Presidio site. I strongly recommend your selection of the Presidio Exchange.

Sincerely yours,



Amy Meyer

Ms. Jan Blum  
2160 Leavenworth Street #201  
San Francisco, CA 94133  
[1janblum@sbcglobal.net](mailto:1janblum@sbcglobal.net)

October 13, 2013

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

Dear Members of the Trust Board of Directors:

This letter is in support of the Golden Gate National Parks Conservancy's proposal for the reuse of the old Presidio Commissary site – Presidio Exchange; PX.

The Conservancy is the only proposal that meets all the criteria the Trust has specified for the reuse of this highly desirable location at the edge of the Golden Gate and its deep and historic connections to lands beyond the Pacific Ocean.

- The PX is a concept that is modern and flexible in both the way the building is expressed upon the land as well as through the varied programming that will be offered by the numerous organizations eager to partner in the PX programming. No other proposal has such a wide a variety of potential partners eager to make the PX a diverse, ever changing and adapting, cultural magnet. No other proposal has this breadth or promise of dynamism.
- The PX building and landscaping plan adheres in every respect to the Mid Crissy Guidelines; respecting and enhancing the location while accomplishing the needed visual and physical connections with the Main Post as well as the world beyond the Golden Gate. No other plan does as much to build these connections specified by the Trust.
- The stories that the PX plans to tell in various ways make it the only concept that will fulfill the promise of the Presidio Interpretation Plan, for all age groups, from everywhere, in ways that surpass language and cultural barriers. It will engage first time visitors as well as returning local users. No other proposal has interpretation of the Presidio as a primary focus. No other plan is so committed through its physical plant and its programming, in expressing the power of place.
- Because the Conservancy has been widely recognized as a long-time, highly effective, committed partner of the National Park Service and the Presidio Trust in advancing the education and enjoyment of all visitors to the natural, cultural and historic resources of the Presidio and GGNRA, they have the proven experience in meeting the goal of creating a cultural facility of international distinction,. No other proposer can make this claim and its relevancy to this specific site.

Ms. Jan Blum  
2160 Leavenworth Street #201  
San Francisco, CA 94133  
[1janblum@sbcglobal.net](mailto:1janblum@sbcglobal.net)

- Because the Conservancy has a proven track record in successful philanthropic fundraising and community engagement at every level, they have the wherewithal to underwrite a successful plan, one that can be phased, and one that will be supported by the entire community. No other proposer has the devoted and supportive community base that the Conservancy enjoys. They know their visitors, their partners, and all aspects of their park. And they know how to make it all come together successfully for the generations to come.

Sincerely yours,



Jan Blum

THE PRESIDIO TRUST  
EXECUTIVE OFFICE  
RCVD OCT 17 '13 AM8:47

*Nancy B. Ream*  
3385 Clay Street  
San Francisco, CA 94118

October 10, 2013

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

Dear Trust Board Members:

I am writing to express my thoughts about the Commissary site. I am a long time neighbor of The Presidio. I am so grateful to have access to this beautiful and historical land in our city. I walk in The Presidio almost every day. Sometimes I walk to the Main Post and imagine the expanse of green grass gracefully descending in seamless parkland all the way down to Crissy Field. How wonderful that will be!

My imagination also leads me to envision a downhill area below The Main Post, where the Commissary Building and asphalt parking lot have been removed and the Crissy Marsh has been expanded, allowing more area for migrating ducks and birds. Beautiful.

I hope The Trust will consider delaying the Commissary Site decision until the tunnel top has been completed and the connection between the Main Post and Crissy Field is a reality. At that time, the lay of the land and the appropriate use of the site will present in a different way.

Of the three final proposals, I believe that both the George Lucas Museum and the Chora Bridge/Sustainability Institute could be located almost anywhere; however, The Presidio Exchange (PX) really connects with The Presidio across a wide range and is preferable.

I appreciate the excellent stewardship of The Presidio that The Trust has so ably provided through the years. I believe The Presidio is one of the most precious jewels of this city.

Sincerely,



Nancy B. Ream

October 15, 2013

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

Dear Members of the Presidio Trust Board:

The *William Kent Society* is a vital community of hundreds of donors who give \$1,000 or more annually and provide more than 70 percent of the total contributed income to the Golden Gate National Parks Conservancy, an organization that has provided more than \$325 million in support to the Golden Gate National Parks, including \$125 million in the Presidio.

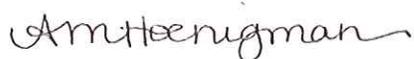
Named for William Kent who began a legacy of selfless philanthropy to parks and public spaces, the *William Kent Society* (WKS) is fortunate to follow in his footsteps in the Golden Gate National Parks. Mr. Kent made the first private donation of land to the federal government, which then declared the land a National Monument. When Theodore Roosevelt suggested to Mr. Kent that the forest be named "Kent Monument," he replied, "So many millions of better people have died forgotten, that to stencil one's own name on a benefaction seems to carry with it an implication of mandated immortality, as being something purchasable." Instead, he recommended the name for what we now know and love as Muir Woods. Since then, our community has carried forward this spirit to create, protect, and restore an array of national park sites for the benefit of millions of visitors every year.

In the Presidio, WKS gifts have proudly supported environmental education and leadership programs for youth, volunteer programs, the native plant nursery, habitat restoration, trails, overlooks, and more. These projects and programs, along with the terrific efforts of the Presidio Trust and National Park Service, have laid the foundation for the public's enjoyment of this national treasure. We commend the Presidio Trust for its self-sufficiency, and the numerous new initiatives it is undertaking to make the Presidio a more welcoming and relevant public space.

Among all the plans for the future of the Presidio, perhaps the most pivotal decision is what cultural institution to select for the Mid-Crissy site. A cultural institution at this location will have a significant presence and effect on the experience of park visitors to Crissy Field, the Main Post, and the new Tunnel Top parklands. In considering how a cultural institution can help the Presidio realize its full potential as a public asset and international destination, we strongly urge you to select the proposal that best embraces national park values and elevates the very things that define the Presidio as a national park: its nature, its history, and the vibrant Bay Area community. The Presidio Exchange (PX) promises to do exactly that with both its design and its place-based, participatory, and cross-disciplinary programs.

As a member of the *William Kent Society* Advisory Council, I have every confidence that the PX, like the Presidio itself, will be a place for people of all ages and backgrounds to enjoy for generations to come. By responding to trends in forward thinking parks and cultural institutions, the programs will redefine how people engage with national parks. Representing the dedicated hundreds of major donors to these parks, I believe in the Parks Conservancy's vision for the PX. I strongly recommend your selection of the Presidio Exchange.

Sincerely,



Amanda Hoenigman  
Chair, *William Kent Society* Advisory Council



# NEIGHBORHOOD ASSOCIATIONS FOR PRESIDIO PLANNING

Box 29086, Presidio Station, San Francisco, California 94129

415-990-9059

Cow Hollow Association

October 17, 2013

Golden Gate Valley Neighborhood Association

**Via eDelivery Only: [commissary@presidiotrust.gov](mailto:commissary@presidiotrust.gov)**

Lake Street Residents Association

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

Laurel Heights Improvement Association

**Re: Commissary Project – NAPP’s Comments on RFP Proposals**

Marina Community Association

Dear Trust Board Members:

Pacific Heights Residents Association

The Neighborhood Associations for Presidio Planning (“NAPP”) provides the following comments on the three finalists’ proposals submitted in response to the Commissary Site Request For Proposals (“RFP”). Our ten neighborhood associations represent your adjacent neighbors from the Bay to the Pacific. The communities we represent are a significant portion of the Presidio’s repeat visitors.

Planning Association for the Richmond

The Conservancy’s Presidio Exchange (PX) proposal is the only proposal that fully meets all the goals established by the Trust for this project, as shown in the analysis below.

Presidio Heights Association of Neighbors

The PX is also the only proposal that provides a positive response to all five “critical questions” raised in Superintendent Frank Dean’s September 23, 2013 letter to you.

Presidio Terrace Association

The Superintendent’s letter aptly describes the importance of this project and the challenges in selecting the best proposal for the site. Clearly, the Conservancy’s proposal is the right choice. NAPP urges the Trust to move forward with confidence that the PX is the ideal project for this extraordinary site, and the Conservancy is the right project sponsor.

Sea Cliff Properties Association

The Conservancy has an invaluable understanding of the Presidio and the Commissary site. The Conservancy has demonstrated its resourcefulness, creativity and remarkable flexibility in developing a stunning, expansive concept uniquely suited for this site in a limited amount of time. It has done so while simultaneously operating the rest of its complex undertakings, including fund-raising. The PX proposal’s timeline moving forward shows a responsible

and realistic path to its success in creating an internationally acclaimed institution for the Presidio.

**Analysis:** The following is a summary analysis of how well each finalist meets the Trust's RFP Goals, including the clarifications at pp. 5 & 6 of the RFP:

**Goal 1. Enhance the visitor experience of the Presidio.**

**Presidio Exchange:** The PX is strongly focused on its connection with the Presidio, the park and the national parks. The PX is a park-based cultural center providing a cutting-edge, creative, ever-changing visitor experience. It will attract a broad range of visitors to the PX, and will provide visitor services that connect the visitor with the entire the park. (See, PX pp. 2, 5 – 24, 56 & 57)

**Bridge:** The Bridge's focus on sustainability/climate change, while an important subject, is relatively limited as a park-partner for this site. This proposal is not park-based and could be located anywhere. Over the long term, the subject may lose its visitor appeal. Decades from now, the public is likely to become saturated with this subject.

**Lucas:** The Lucas proposal lacks a substantive connection to the Presidio, and also could be located anywhere. Nor does it facilitate connectivity between the Main Post and Crissy Field, with a pedestrian flow that ends at the museum's steps. Many of its visitors will arrive by tour buses in front of the Museum or by car via an "underground" parking garage from which they will emerge directly into the museum. It also may lose visitor appeal over the long term.

**Goal 2. Provide fresh, vital programming that connects to broader themes, and stimulates imagination and creativity, including effective cross-disciplinary programming that advances knowledge with broad and lasting relevance. "Describe how your program complements other Presidio offerings." (RFP, p. 5, item 1)**

**Presidio Exchange:** The PX meets this goal straight on with its strong focus on programmatic offerings and cross-disciplinary programming that connect with the Presidio, its themes, its history, park values, the GGNRA, the region and national parks. The PX is a fresh, vital programmatic center that will evolve with the times, advancing knowledge that is specific in example, but broad in scope, engaging with the PX's numerous Park partners in enriching the broader Presidio and national park experience.

**Bridge:** With the nature of its subject matter, the Bridge is seriously limited in meeting this goal and will be even more so over the long term.

**Lucas:** The programmatic offerings of the Lucas proposal do not complement other Presidio offerings or the park's broader themes. Instead the programming is primarily about Lucas' art collection, his industry and the evolution of digital arts. The proposal lacks synergy with the site and the Presidio as a whole.

**Goal 3. Be compatible with the natural and cultural setting along the Crissy Marsh and the Bay, and conform to the Mid-Crissy Area Design Guidelines and LEED requirements. "It is essential that the new facility relate well to its surroundings, . . . maintaining the character and integrity of the district . . ."(RFP, p. 5, item 2)**

**Presidio Exchange:** The PX shines in complying with this goal in all respects. It is compatible with the natural and cultural setting not only along the Crissy Marsh but with the entire Presidio. The PX proposal complies with all of the guidelines, reuses a significant portion of the existing building, and should win the LEED's highest award. The Conservancy intimately understands every nuance of the Presidio in its role as a partner in the transition of the Presidio from a military post to a national park. The Conservancy has already contributed to 20 different overlooks, landscapes and visitor facilities in the Presidio, including the Crissy Field Restoration. (See, PX, pp. 36 & 46)

**Bridge:** The structure is too large for the site; its lagoon ignores a sensitive archeological site; it fails to reuse any of the existing building; and its large elongated box structures abut Mason Street in violation of the set back requirements of the guidelines.

**Lucas:** The Lucas Museum has nothing in common with the natural and cultural setting along the Crissy Marsh. Its design is incompatible with the area. Its elevated, over-sized building exceeds the height limits, would loom over the Crissy Marsh, block views, and draw heavy car and tour bus traffic to Mason Street. It fails to reuse any of the existing building, and requires massive amounts of concrete and landfill for its enormous garage. The design of the structure creates a physical barrier between the Main Post and Crissy, instead of connecting the two. The elevated Beaux-Arts museum design is not a contemporary design and raises compliance issues with the Secretary of the Interior's Standards for Rehabilitation in a National Historic Landmark District.

**Goal 4. Complement current uses and activity in the Presidio, and integrate well with plans for Crissy Field and the Main Post.**

**Presidio Exchange:** The PX excels in complementing current uses and activities in the Presidio. It is fully compatible with the plans for the Crissy Field and the Main Post, and it affirmatively facilitates the connection between the Main Post and

Crissy, especially in attracting Crissy visitors to explore the Main Post and the Presidio beyond.

**Bridge:** The Bridge's focus on sustainability/climate change is relatively limited, is not park-based, and the subject is likely to lose its visitor appeal over the long term.

**Lucas:** The Lucas proposal does not complement current uses and activities in the Presidio, nor does it integrate well with the other plans for Crissy and the Main Post.

**Goal 5. Welcome a broad cross-section of the community in a manner that reflects and reaffirms the public nature of the Presidio.**

**Presidio Exchange:** The PX proposal presents an inclusive, ever-fresh programming directly tied with the Presidio and park values. There will be no admission fee, and it brings an aggressive outreach experience for youths, adults and diverse communities across San Francisco and beyond to discover this parkland.

**Bridge:** The Bridge programs are aimed at a modest portion of visitors interested in an important, but limited topic, with admission fees that may exclude many potential park visitors.

**Lucas:** The Lucas Museum does not reflect or reaffirm the public nature of the Presidio. Its proposal is about Lucas' art collection and his industry, and has nothing to do with the Presidio or park values. Lucas' "competitive fee" for admission (the nearby Disney Museum is \$20/adult, \$12/child) may be prohibitive for many park visitors.

**Goal 6. Be economically viable.**

**Presidio Exchange:** The PX has demonstrated its ability to raise the funds and operate in the black.

**Bridge:** It is not apparent how the Bridge will attract \$180 million at the front-end. Its operating costs may require a subsidy from the Trust in its early years and will become more challenging over the long term if its appeal declines.

**Lucas:** Lucas complies with this goal.

**The Wait-and-See Alternative:** Because the PX meets the project goals and is the best proposal, the Trust can proceed with confidence in awarding the project at this time without waiting for the completion of the tunnel top bluff. It can do so, due to two important factors: flexibility and a collaborative working relationship. The PX

Members of the Board of Directors

Presidio Trust

October 17, 2013

Page 5

has the unique flexibility to modify both its design and its programming, and there already exists a positive working relationship between the Trust's and the Conservancy's staffs. If you decide after the bluff has been completed that downscaling is preferable, the necessary adjustments can be made.

**Conclusion:** As shown above, only the Conservancy's PX meets all of the project goals, and it does so very strongly. Only the PX is a positive answer to each of Superintendent Dean's critical questions. Only the PX makes a wait-and-see alternative unnecessary. The PX is, in fact, the ideal project for this important site.

Thank you for considering our comments.

Sincerely,

A handwritten signature in black ink, appearing to read "W R Shepard". The signature is fluid and cursive, with the first letters of the first and last names being capitalized and prominent.

William R. Shepard

Chair, Neighborhood Associations for Presidio Planning

To: Presidio Trust Board  
From: Donald Green  
October 22, 2013

Subject: Letter Explaining Support for the PX

The Conservancy proposed PX at the Commissary site appears to me to be the one proposal that best meets the Trust stated project goals and comports particularly well with the objectives of the General Management Plan. The Conservancy proposal responds most positively to the questions posed by Superintendent Dean compared to the other proposals.

The NPS letter asked which proposal best integrates its visitor experience with nearby park facilities, has the most appropriate building design and best demonstrates sponsor willingness to conduct programming in cooperation with the Trust and NPS. It is clear to me that the PX wins the contest using both the NPS criteria and the Trust criteria.

The Commissary replacement building at Crissy Field is the last of four major development projects proposed for Trust Area B. I have sent a separate letter to the Board discussing three prior cases - Letterman, Public Health Service Hospital and the rejected Main Post Museum, and how the process used in those cases might inform the Board in the case of the Commissary. In the three prior cases, the Trust Board reversed its announced decision on the buildings and related policies. In reaching its final decisions the Trust acknowledged the added weight given to comments received by government agencies, national and local organizations.

In the current case, it is my hope that the new Board will reflect carefully on comments provided by the NPS and other government agencies, and give special weight to opinions expressed by informed national organizations and concerned local groups. This has proven ultimately to be the best way for the Trust to reach a balanced decision.

If proper weight is given to informed comments of relevant agencies and organizations I am certain the Conservancy Project will be the winner.

October 22, 2013

I am writing to support the bid of The Lucas Cultural Arts Museum to be located in The Presidio. The transformation of The Presidio from a military installation to center for commerce and civic engagement has opened the eyes of the world to what can happen when people envision an entirely different future – a beautiful, creative and sustainable future – and work boldly to that end. The Lucas Cultural Arts Museum would be a fitting partner in the effort to reimagine The Presidio. It will draw audiences who are excited about the power of the imagination and who seek inspiration for themselves and their communities. As importantly, the organization's leadership will be committed, and have the resources, to develop a truly fine museum experience, complementing the other world class museums in San Francisco Bay.

The Bay Area has become the world's innovation hub. Science, creativity, engineering and design coalesce in this region and produce innovations that change the world. When the world wants hope – a reason to believe we can find innovative answers to the problems we face – it looks to our region for answers. The Lucas Cultural Arts Center will be another reason the world's gaze stays fixed on The Bay. For decades, George Lucas and his team have inspired the world. No doubt the Lucas team will continue to do so for years to come.

As for complementing other Bay Area museums, no existing museum is focused as squarely on the digital arts as the Lucas Cultural Arts Center will be. Basic sciences, natural sciences, art and history are all represented in San Francisco. In San Jose, our institution focuses on technology and innovation. Into this mix, a museum that highlights the nexus between digital art, science and imagination will make a meaningful contribution. Schools, families, community groups and civic organizations will all value what the Lucas Cultural Arts Center will offer.

The Tech Museum of Innovation would love to have The Lucas Cultural Arts Center as a Bay Area partner. We hope the Presidio Trust selects it to become a part of the remarkable redevelopment that is helping The Bay stay the world's envy.

Sincerely yours,



Tim Ritchie  
President

**President**  
Tim Ritchie

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**LAKE STREET RESIDENTS ASSOCIATION**  
A NEIGHBORHOOD ASSOCIATION SERVING THE LAKE STREET CORRIDOR

William R. Shepard  
President

51 TWENTY FIRST AVENUE  
SAN FRANCISCO, CALIFORNIA 94121

Telephone (415) 981-3880  
Facsimile (415) 981-3881

Herbert Elliott  
Vice-President

Ann Wenstock  
Secretary

October 21, 2013

eDelivery: [commissary@presidiotrust.gov](mailto:commissary@presidiotrust.gov)

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

**Re: Commissary Project - LSRA Comment Letter on Finalists' Proposals**

Dear Board Members:

The Lake Street Residents Association submits the following comments regarding the three finalists' proposals in response to the Request For Proposals for the Commissary site:

The Conservancy's Presidio Exchange (PX) connects the visitor with the Presidio, its themes and the parkland. Neither of the other two proposals more than superficially connects the visitor with the setting and the Presidio. One is focused a period art museum and digital arts exhibitions; the other on a heightened awareness of sustainability and climate change.

The Conservancy's PX has the flexibility to modify the physical size and design of its proposal based on the Trust's and Conservancy's determination of what is best for this treasured site. The other two are bursting at the seams with their oversized structures.

The Conservancy's PX will facilitate a visitor experience that connects Crissy Field and the Main Post, particularly in attracting Crissy visitors to explore the Main Post and the rest of the parkland. With their over-sized structures and stated purposes, the other two, if anything, would be an obstruction to the flow of visitors between Crissy and the Main Post.

The Conservancy's PX would provide an evolving programmatic experience that remains up-to-date with the changes and growth of the Presidio, the park and the GGNRA over time. In contrast, over the years, the Bridge's singular focused subject may not be appealing to the Presidio's visitors. It is a challenge to predict the appeal of the Lucas museum over time.

The PX will function seamlessly with the Presidio Interpretive Plan and the park's long term goals, while the other two may just as well be in Kansas (not literally, but San Francisco would be a far better location for both of them rather than in a national park).

The creative design of the PX opens the facility to the public in an irresistible manner and with its glass walls, will provide astonishing views of the Golden Gate, Crissy and the Bay.

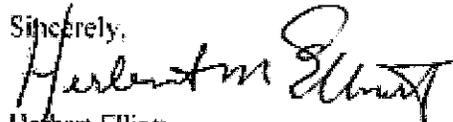
The explanations provided by the finalists' spokespersons at the public meetings for why the particular finalist should be selected to locate its cultural center at this exquisite location spoke loudly as to which proposal should be chosen.

For Lucas, the message was about Mr. Lucas' roots, his love of San Francisco, his art collection, the wonders of digital arts and storytelling. All well presented and interesting; however, little, if anything, was said about how the proposal would uniquely broaden the visitors' connection with the Presidio. The Bridge spokesperson was similarly focused on what the Presidio could do for its excellent purpose, but little was said about how the proposal would uniquely broaden the visitors' connection with the Presidio.

The Conservancy's spokesperson explained in depth how the PX will broaden the visitors' connection with the Presidio. It was unique, unlike anything the other two had to offer. He described a creative, forward-thinking cultural center with broad reaching activities and programming that will bring the Presidio to the visitors in a place and manner that invites them to explore the riches of the entire park. The PX, if selected, will be a vibrant, supportive core facility with a strong sense of place respecting its surroundings.

Thank you for your consideration of these comments.

Sincerely,



Herbert Elliott  
Vice-President



October 14, 2013

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

Chair and Members of the Board,

This letter is to express my full support of the concepts presented by the Golden Gate National Parks Conservancy proposal, The Presidio Exchange (PX).

I do not offer this support lightly, or without deep knowledge of the Presidio, the Trust and the Presidio's history. As a key partner in developing a Master Cultural Plan for the Trust, many of the concepts we proposed were incorporated into the Trust General Management Plan, including using the former commissary as a cultural institution because of its strategic west coast location, and well before the redesign of a bluff connecting the Main Post to the waterfront. This makes it an even more strategic location now.

I was the first cultural programs director to implement many of these concepts under Craig Middleton. We completed the first restoration of the Officers' Club transforming it into an exhibit and community space, café and store while launching cultural exhibits unique to the history of the Presidio and the west coast.

When the Trust posted the RFCP for the commissary, I took this once-in-a-lifetime opportunity to assemble a strong team with expert local knowledge in architecture, history, education, exhibitions and the Presidio itself. As you may recall, we were one of the five semi-finalists who presented concepts to you in March of 2013. It met the stated objectives, and proposed a phased-in financial and project development process, but it did not satisfy the request to provide a full financial solution and therefore, was eliminated as a finalist.

Considering the three proposals before the board, there really is only one choice. The PX is the *only* proposal that offers a way to tell important history and cultural stories of the American experience from the perspective of the western US and that can logically collaborate with the Presidio's Visitor and Heritage Centers, and therefore is the *only* proposal worthy of this unique location at the confluence of land, sea and bay in the epicenter of the western US shoreline. This location at the Presidio is the *very best* place for these stories to be told.

The two other proposals *do not* meet this objective:

- The Lucas collection can be located anywhere in the world, including the former Exploratorium across the street from the Lucas Arts Center. This addresses the stated objectives of Lucas: to be associated with the Presidio.
- A sustainability center is a nice idea, but the message already exists in numerous locations like the California Academy of Sciences, and the Monterey Bay Aquarium to name a few. Even OMCA is getting into a sustainability message.

The Conservancy's proposal responds to all stated criteria and remains flexible for programs. While it does not have the Lucas fortune behind it, the Conservancy offers a solid record of major fundraising, plus decades of merit, trusted relationships and demonstrated successes with the NPS and Trust.

The simple financial solution is not always the best solution. This is a legacy project. Please choose the Golden Gate National Parks Conservancy PX proposal. It is the *only* right choice to make for the Presidio, for the history and culture of the west coast and for history and culture of the US.

Sincerely,

Kay Voyvodich

cc:  
Craig Middleton  
Greg Moore  
Frank Dean

**CALIFORNIA NATIVE PLANT SOCIETY**  
**Yerba Buena Chapter**  
**338 Ortega Street**  
**San Francisco, California 94122**

21 October 2013

Board of Directors, Presidio Trust  
103 Montgomery Street, PO Box 29052  
San Francisco, California 94129 (via email)

RE: Presidio Commissary site proposals

The California Native Plant Society (CNPS) has been actively engaged since 1989 in assisting, first, the U.S. Army, then the National Park Service and Presidio Trust, in the mission to manage the natural resources of the Presidio. We have been heartened by the many inspiring projects the National Park Service and Presidio Trust have instituted, with the consequence that the resources are in better shape now than they were 25 years ago.

We place a very high value on the native organisms and processes themselves, and they are given extra value because of their historic nature: It was here, in the voyages of Captain Vancouver in 1792 and the Rurik in 1816, that many of the type specimens of California plants and animals were collected. Beyond that, the richness of the Presidio's legacy needs dissemination to the public, and CNPS is keen about its being conveyed to a broad audience. In this regard we place great trust in the Golden Gate National Parks Conservancy, based on its record. We are familiar with its PX proposal, its innovative nature, and its flexibility in phasing in design and implementation over a period of time. That is very important in these times of volatile change, rife with exciting creative thinking and ideas.

We hope the Trust Board will approve the Conservancy's PX proposal.

Sincerely,

Jake Sigg, Chair  
Conservation Committee  
Yerba Buena Chapter  
338 Ortega Street  
San Francisco CA 94122

## **Public Comments October 22, 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 246 individuals.

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