Public Comments October 30 to November 12, 2013

From: Ron Conway
Sent: Thursday, November 07, 2013 3:03 PM
To: Nancy Bechtle
Subject: Join me in supporting the Lucas Cultural Arts Museum in the Presidio in SF

To the Board of the Presidio Trust:

As you know, I have a passion for making and keeping San Francisco at the forefront of innovation.

Through sf.citi, the nonprofit organization I founded to help promote San Francisco as the country's 21st century capital of technology and forward thinking, I watch every day the work of countless artists, technicians and talented people that keep this city at the top of its game.

I believe that the Lucas Cultural Arts Museum is the perfect addition to San Francisco's cityscape: not only an attraction that will generate interest in and support for the Presidio (not to mention millions of dollars each year in revenue for the Presidio through land rents) but specifically as a beacon that says to the world that San Francisco is, and will remain, this country's capital of innovation.

Certainly, there is no greater innovator around than George Lucas. His films and his vision have transformed cinema. His businesses have transformed the tech sector, specifically digital technology. And, his passion for education has resulted in a world-class collection of art (still growing) that is second to none. San Francisco deserves this museum. It demands it.

I, along with those listed below, are supporting this museum not because of George Lucas, but rather because of the promise it represents. No one is more dedicated to keeping San Francisco the beacon of educational opportunity and talent than I am. The Lucas Cultural Arts Museum will be a bright light in the beacon.

We urge you and the Presidio Trust to enthusiastically accept this proposal. The details – as a city of doers – we can all work it out. Let's get to work.

Thanks,
Laurene Powell Jobs
Marissa Mayer CEO Yahoo
Marc Benioff Founder Salesforce.com
Paul Graham and Jessica Livingston Founders Y Combinator
John Lasseter Pixar
Joe and Jennifer Montana
Jack Dorsey Co Founder of Twitter and Square
Ron Conway, SV Angel
Tina Sharkey CEO, Sherpa Foundry
Steve Luczo CEO Seagate

Ben Silbermann Co Founder and CEO Pinterest
Richard Kovacevich retired Chairman and CEO Wells Fargo & Co.
Chris Cox VP Prouct FACEBOOK
John Donohoe CEO EBAY
Sandy Robertson Francisco Partners
Alison Pincus One Kings Lane
Biz Stone Co Founder Twitter, CEO Jelly
Brian Chesky Co Founder and CEO Airbnb
Drew Houston Co Founder and CEO Dropbox
Vinod Khosla Khosla Partners
Max Levchin Co-Founder Paypal
Michael and Xochi Birch Founders of the Battery SF
MC HAMMER
Chad Hurley Co Foudner YOU TUBE
Peter Fenton Benchmark Capital
Kevin and Julia Hartz Co-Founders Eventbrite
Zachary Bogue Founders Den and Data Collective
Jim Breyer Accel Partners
Aneel Bhusri Co-Founder Workday and Partner, Greylock Partners
David & Jacqueline Sacks Founder Yammer

I am a member of the Golden Gate National Parks Conservancy and support the Lucas Cultural Arts Museum proposal for the former commissary site. The museum and the grounds will be an enduring addition to Crissy Field. George Lucas has proven that with the Lucas Digital Arts Center in the Presidio. This museum will bring many people to Crissy Field who otherwise might not have gone there and will expose them to nature. The Presidio Exchange proposal is admirable, but doesn't have substance. Financially, the Lucas proposal is a dream which should not be turned down.

Kathleen Stern

I am writing to express my support for the Presidio Exchange as you consider the various proposals for the Commissary site on Crissy Field.

I've been a San Francisco resident for three years (having moved here from London), work in the technology/venture capital space and have really admired San Francisco's commitment to dynamic public civic spaces. In following the public dialogue about the possibilities for the site, I understand that there are a number of different proposals that will be presented to the Board.

I've looked through the three finalists, and I wanted to voice my support and encourage your consideration for the Presidio Exchange project. I initially had great interest in the museum that George

Lucas proposed. I am such a huge fan of Mr. Lucas, his contributions past, present and future to arts and culture and of the actual museum he proposes. But after looking through the proposals, I believe strongly there is NO reason why that museum should occupy this particular space.

The area is such a wonderful asset to the city for residents and visitors alike, and the Presidio Exchange proposal from the Golden Gate National Parks Conservancy really does offer a new model of cultural institution -- it does truly seem inclusive and diverse. The Presidio Exchange fulfills the vision of the Presidio itself, complements the other offerings and again genuinely embraces the PUBLIC with an emphasis on inclusivity.

As I work in the technology space, I've been sensitive to the criticism that the recent tech boom has (inadvertently) diluted some of the rich cultural diversity that San Francisco is so famous for. Supporting the Presidio Exchange project simply makes the most sense for the space itself in keeping with San Francisco's great civic tradition.

As a resident, I appreciate the transparency of this process, and encourage you to support the Presidio Exchange proposal as you move forward.

Sincerely,
Christie George

I wanted to reach out to voice my support for the Lucas Cultural Arts Museum. We moved to San Francisco nine years ago, and spent six living in the presidio on Kobbe Avenue. The Presidio itself is a beautiful and special part of the City. That being said, what would improve both the Presidio and the City as a whole are more cultural institutions that represent the unique and forward thinking nature of the residents in San Francisco and that would draw people from all over the world to the Presidio. The Lucas Center sounds incredible and I think it would enhance the presidio more than the other two options. I know that there are complex negotiations and feelings on all sides, but what San Francisco could use more of is culture. When we moved from New York we immediately saw the gap. We can help to close it and make our City a world class city with institutions like this. Also the mixing of nature with forward thinking museums is very unique.
Thank-you.

Best,
Nina Stanford

My husband and I agree with the suggestion made by the Haas fund to put off a final decision about the sports basement site. We do not like Lucas' plans, and purely environmental one is not interesting, and the Conservancy's plan, while the best, seems half-baked and should be fleshed out before it would be worthy of that place in the Presidio. Thank you for your consideration.

Didi and Dix Boring

I just wish Lucas would put his $700M bldg and his memorabilia somewhere else. . . even on the western side of the Presidio overlooking The Pacific Ocean. . . with access from the toll plaza and 25th Avenue - it would keep some of the extra traffic on that side - away from the Marina. . .

Janette

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 67 individuals.

November 1, 2013

Via US Mail and Email
Members of the Board of Directors
The Presidio Trust
103 Montgomery Street
San Francisco, CA 94129

Re: Redevelopment of the Mid-Crissy Field Site

Dear Trust Board Members,

These comments are submitted by the Golden Gate Audubon Society (GGAS) on behalf of its members and supporters in the San Francisco Bay Area regarding the proposed changes at the mid-Crissy Field site in the Presidio. GGAS members use and enjoy the Presidio and are concerned about the natural and historical resources of the park.

GGAS applauds the Trust's efforts to involve the public, to the fullest extent, in an open and transparent planning process for the Mid-Crissy Field Site and for establishing a comprehensive set of planning and design guidelines. Elements of the guidelines that are especially of concern to GGAS include:

- The Mid-Crissy Area Design Guidelines are intended to guide the redevelopment of the Mid-Crissy area in a manner that enhances the whole of Crissy Field and protects its diverse resources.
- Natural resources will be protected and their viability will be ensured.
- The Presidio Trust will work with the National Park Service to ensure that the improvements made to Area A are carefully considered and complemented by activities and changes within Area B.
- Appropriate measures will be pursued to ensure the long-term ecological viability of the Crissy Marsh.

As the planning process continues, GGAS encourages the Trust to fully consider all elements of design in contextual relation to the whole of Crissy Field and its diverse resources. One element of consideration that we feel has not been given due regard is the potential for marsh expansion in relation to site development. Of the planning documents that are available for review, there are none that depict the opportunities for marsh expansion in the context of the site development.

It has been nearly ten years since completion of the Crissy Field Marsh Expansion Study, a study that itself indicated the need for further study, and significant changes have come about

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during that time. The Presidio Parkway project has commenced and progresses and future completion of the Quartermaster Reach connective corridor will add new hydrologic dynamics to Crissy Lagoon and marsh in ways that are yet to be seen and fully understood. Incorporating further study of the potential for marsh expansion into the Mid-Crissy Field Site planning process would lend to the best understanding of the opportunities available for marsh expansion. To proceed with site development without full knowledge and understanding of marsh expansion potentials could result in the loss of opportunities for expanding the Crissy Marsh.

GGAS encourages the Trust to work closely with the National Park Service (NPS) toward achieving a holistic plan for the Mid-Crissy Field Site that will maximize the opportunities for the long-term ecological viability of the Crissy Marsh. We agree with the sentiments expressed by the NPS in their letter of Sept. 23, 2013:

> An alternative future vision altogether for the Commissary building is for the intrusive and non-historic structure to be removed, and to create a seamless park land connection from the Main Post to Crissy Field. As the NPS 1994 General Plan Amendment for this site recommended, we would embrace this concept, including the expansion of the Crissy Field marsh on the site. We believe that this future would be preferable to a use that is incompatible due to scale, size or purpose – or does little to be directly relevant to the mission of the Presidio as a national park and national historic landmark.

Certainly, a development project selected for this site should be compatible in scale, size, purpose and relevance. These criteria should be fully applicable in relation to the Crissy Marsh, its functionality and its long-term ecological viability.

GGAS thanks the Trust for the opportunity to comment on this matter and looks forward to continued participation in the planning process for the Mid-Crissy Field Site. If you would like to discuss these comments further, please contact me at (510) 843-9912 or mlynes@goldengateaudubon.org.

Respectfully submitted,

Michael Lynes
Executive Director

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Presidio of San Francisco
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October 30, 2013

Dear Directors of the Presidio Trust Board:

The Association of Partners for Public Lands (APPL) represents 85 nonprofit public land partners who serve over 500 public lands sites and their visitors nationwide. Among these partners, the Golden Gate National Parks Conservancy stands out for its diverse capacities and program quality, serving park visitors, attracting philanthropic support, providing education and youth development and engaging volunteers. The Parks Conservancy is among the nation's most effective public land partners, fostering stewardship and appreciation of public lands and historic sites through many high performing partnerships in the Golden Gate National Parks.

For these reasons, APPL is pleased to provide this letter of endorsement for the Parks Conservancy's Presidio Exchange (PX) proposal for the Trust's Commissary site at Crissy Field. The PX proposes an exciting program center and park gathering place in an extraordinary location. Few entities are better prepared to deliver on this vision and to interlace the site with the surrounding parklands, and neither of the other final proposals do so. This connectivity is crucial to truly developing a dynamic, interconnected park landscape that invites all people and celebrates the full breadth of the Presidio and its mission.

At APPL, we believe that public lands are essential to our health and soul as a nation. In this regard, the Presidio – steeped in history and representing an extraordinary collection of natural assets – offers so much to the surrounding Bay Area and to visitors from around the globe. We believe that none of the options before you is more essential to the Presidio's soul and for the benefit of future generations than the PX.

Sincerely,

Dan Puskar
Executive Director

Holly B. Shepard
51 – 21st Avenue
San Francisco, California 94121

October 31, 2013

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

Re: The Commissary Project and The Parks Conservancy's Presidio Exchange Proposal

Dear Presidio Trust Board Members,

In selecting the best proposal for the Presidio's Commissary project, a decision of great importance to the Presidio for decades into the future, please consider:

- The extraordinary and unique natural setting of this site within context of this extraordinary National Park and that portion of the national parks' mission statement that affirms its value as "America's Best Idea" in preserving "the natural and cultural resources and values of the national park system for the enjoyment, education, and inspiration of this and future generations."

- From the mission statement of the Presidio, as part of the Golden Gate National Parks, the mandate of "launching programs that serve a greater purpose matched to the historic and natural resources of the Presidio."

- The proper use of this treasure as the signature location within this National Park.

In that context, the Parks Conservancy's Presidio Exchange is the most appropriate proposal, and all people, from the local community to our international visitors, will be best served by your selection of the Presidio Exchange.

Sincerely,

Holly Shepard

Holly B. Shepard

PRESIDIO PERSPECTIVES

I had the great honor back in 2000 of serving as the lead advisor to the Presidio Trust from the Smithsonian Institution. In that capacity our team developed a long-term recommendation that we presented as a "best use" concept that could serve as a long-term vision: for the Presidio to become a center for cultural and educational activities. We believed that this construct could maximize the spectacular environment, preserve the natural setting, and find an appropriate "middle ground" between the values of the National Park Service and the Presidio Trust. It must be remembered that there was a specific mandate in Congress that the park become "financially self-sufficient" by the year 2013.

It's possible now to look back at the achievements of the Trust and how it has moved in that intervening time. It is clear that the Board and Craig Middleton, the Executive Director, have achieved a remarkable success in preserving and even improving the setting and achieving the required financial self-sufficiency. Now as a result of their successful efforts, they have the splendid option of being able to further define how and in which directions the park can continue to evolve.

I write this because I urge San Franciscans to see the current competition to develop the so-called "Sports Basement" in the long view of history. If the Trust, having achieved the requirements set forth in their original charter, can now determine that creating cultural and educational settings and opportunities is the way forth, then the "Sports Basement" museum will not be a "one of", but rather the beginning of a long-term curve of the Presidio into new and expanded opportunities to create a world-class park, with an even greater capacity to add to the exceptional development of San Francisco's cultural heritage.

Regardless of which team "wins" or loses, this moment needs to be looked at with as much perspective as the remarkable changes, development, and achievements the Trust, Park Service and community have been able to accomplish over the last 13 years.

In other words, look beyond this singular competition, and ask what is possible for the future. If the Trust and the community favor continued movement toward educational and cultural uses of the Presidio, what is possible over the next ten, fifteen and twenty-five years?

Perspective is all. Imagine the future.

Larry O'Reilly
Arlington, Virginia
November 1, 2013