Public Comments May 8, 2013 – June 25, 2013

Supporting presidio exchange

Michelle Schwartz

I attended the presentations last week….and I have to say, my original comments below still stand. I would like to add that the Lucas project, by not even having ANY plan for the bldg., should give you some insight into how little importance they place on architecture. Just based on that fact, they should be eliminated.

The PRESIDIO EXCHANGE plan by the GGNat'l Pk. Conserv. is hands down THE ONLY PLAN WORTH CONSIDERING.

It's the only plan that actually RELATES to Crissy Field and provides a SERVICE to people visiting the PARK.

I used capital letters because those words are very important not only in my message but should be important in the message that the "site" conveys and represents.

Kathleen McKenna

Marina resident

After studying all 3 proposals at length and in great detail, we believe the proposed Lucas Cultural Arts Museum is far and away the most appealing.

We prefer the kind of world-class facility that we trust George Lucas to deliver. He has a proven track record. His proposal is for a unique installation of beautiful things, appropriate for such a beautiful setting. We trust him to spare no expense to make this installation something the neighborhood and the city can be proud of. The city has nothing along the lines of the fabulous Getty Museum (in Santa Monica). The Lucas proposal would be the closest thing, a destination installation in which the physical setting is as inviting as the art within.

We opposed the Fisher art museum proposal because it would not have been a good fit for its proposed location. The Lucas proposal is perfect for its proposed location.

The PX proposal is nothing more than a hope and a prayer, and it is clear it will be a net drain on tax dollars indefinitely. It is unclear why this made it to the "final 3." It's vague, but seems to hope to offer the kinds of programs that are already available in multiple other places, none of which need to be located in this uniquely beautiful spot. Other spots in the Presidio already offer museums, theaters, etc. More than enough. The PX's obvious funding issues (it has no funding) will undoubtedly result in a lesser installation, just another cluttered, govt. park service visitor center environment.

The Bridge proposal also duplicates what we already have in so many other places in San Francisco. We don't need more of the same. It has no focus. It's a mishmash, just another government park visitor center. There is nothing in its proposal that could not be located in a less precious spot.

The site deserves to be a destination for something much more unique.

Thank you for considering our opinions.

Dear Superintendant and others,

I wanted to be able to express my deep concern about more development near Crissy Field given the current traffic situation. I frequently go to East Beach in order to windsurf and the traffic is currently so bad it take 5-10 minutes to drive in or out from the Marina Blvd entrance on many days. Someone needs to revise the traffic patterns to fix this problem.

It's bad enough that there is only one road in and one out of East Beach in addition to the temporary Beach Hut that took a large number of parking spaces, but the traffic getting out is ridiculous. If cars were allowed to make a left turn onto Richardson after entering the new Doyle Drive from Mason street, it might alleviate the backup on exiting that is often as far back as the old Crissy Field Center and sometimes even as far a the old commissary building (Sports Basement). This problem must be addressed before additional projects are developed bringing more people to use this totally inadequate road.

I would appreciate someone getting back to me about this issue.
Thanks.
Diane Portnoy

George Lucas has given so much to the Bay Area, and he wants to continue with his Lucas Cultural Arts Museum. I hope he is awarded the site so he can continue to share his imagination with us!

I have read through the three proposals and rank them in this sequence:

1) Presidio Exchange – proposed by the Golden Gate National Parks Conservancy - most appropriate for the area, and most inviting to the community
2) The Bridge/Sustainability Institute – proposed by the Chora Group and WRNS - a close second, but does not have the capability of the GGNRA
3) Lucas Cultural Arts Museum – proposed by George Lucas - never - it is awful enough that we have to have an office park in the Presidio

Henry Hodes

June 4, 2013

Dear Members of the Presidio Trust,

As a travel author and journalist it is my job to find venues that will be of the highest interest to my readers and tourists. One of the challenges of my work is to find the sights and attractions that are not merely historical or famous, but actually remain popular and relevant to contemporary and future audiences. Destinations that were popular with previous generations do not always sustain their public interest.

There is no question that the name of George Lucas alone, attached to anything, attracts attention. Through his beloved films, George Lucas has fostered a reputation for enduring quality and imagination. However, it is the choice of subject matter that sets the Lucas Cultural Arts Museum apart as an enduring attraction for tourism, education and inspiration. Illustration has been a universally mode of story telling since the beginning of civilization in cultures across the planet. Unlike other forms of visual art, which come in and out of vogue, the art of Norman Rockwell, N.C. Wyeth, Maxfield Parrish and others in the collection of the Lucas Cultural Arts Museum have unquestionably resonated with the general public over the past century and continue to inspire, unite and encapsulate the emotions of our culture.

The Lucas Cultural Arts Museum is precisely the sort of area attraction that I want to feature in a guidebook, magazine article or other media outlet. More directly: it is the sort of place that I already know I want to visit, and bring my family and friends. It has appeal in numerous spheres, from education to entertainment, and engages lovers of art, cinema, and above all, good stories.

There are some commonalities in what George Lucas is striving for with this museum, and my friend Sir Richard Taylor has done with the 'Weta Cave' in Wellington, New Zealand, albeit on a smaller scale. The Weta Cave is a mini museum and shop showcasing the artwork of Weta Workshop and Weta Digital in film and television, including features like The Lord of The Rings, The Hobbit, King Kong and The Chronicles of Narnia. The Weta Cave, which includes a limited tour, an exclusive film documentary, periodic book signings, artist demonstrations and other special events, also promotes the independent artistic endeavours of Weta artists, including sculptors, illustrators, authors and computer effects artists. The Weta Cave has become a focal point not only for tourism in the nation's capital but a creative heart for the local artist community.

On a much larger scale, The Lucas Cultural Arts Museum will become a core cultural arts attraction for not only the Presidio and the San Francisco Bay Area, but will undoubtedly become one of the celebrated museums of the country.

As such I enthusiastically give my professional recommendation to the Presidio Trust that the Lucas Cultural Arts Museum should be awarded with development of

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the former Commissary site at Crissy Field. The museum will be a valuable asset for tourism, education and culture for generations to come.

Sincerely,

Adam Bray

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info@WorldsByDesign.com

Contributor to CNN Travel, BBC Travel and more than 30 guidebooks for Insight Guides, DK Eyewitness, Berlitz, Thomas Cook, Lonely Planet and others.
Travel.CNN.com/author/Adam-Bray

It seems clear that the most beneficial for local residents, visitors, and the park alike is the Presidio Exchange. There's more opportunity for growth an appreciation of the area this way than either of the other more limited choices. Also, Lucas/Disney has a large enough presence already.

-K. Smith

To whom it may concern.

I have looked at all the projects listed. And all have many merits. Be it a field or picnic area, or a viewing deck, or some unique structure, all will maintain a way to walk from one side to the other and enjoy the area and connect the entire Presidio and be just one of many wonderful focal points that enhance everyone's time there. So it is a win no matter who's project is chosen, as long as they are able to see it through and truly have the support down the road.

If all could promise what they propose and all could keep their promises that would be great, but the question is can they all do that? For myself and friends who live scattered around the area, I think it will be important to be a self-sustaining place that will not rely on any tax dollars to keep it open, never mind the actual building of it, I am not sure as things move forward that they will all be able to do that. I feel it must be a place for both the locals, regular visitors, and tourists. This city survives on the support of all groups particularly tourism, like it or not. And there is a large cultural diversity that needs to be considered, as well as a need for a strong ability to be flexible toward the future, which may not be as technically driven as we think. I would love to see the place be able to have some ability to change what is presented, and to offer different things at different times. So I looked at what I thought the city and bay area needed and found that there really is a need for a large place that can alter its makeup to show some of the large exhibits I see touring the country and world. Along with a place to show cultural creations that have been a part of our lives, and works that we have never had any exposure to. There are some amazing things being presented both here and overseas. And there are many more hidden away just waiting to be seen, heard, felt and experienced. I looked around and see that currently there is no place that can house such creations as a group or individually, and then be put together and considered as a whole or individually in the way that would benefit so many.

With all that in mind I think the Lucas Cultural proposal is the best option. Of course no matter which gets the vote they all will need to alter their plans some, and I am sure the Presidio Trust will be monitoring the project through from pencil to ribbon cutting and operation. But the Lucas submission as I read them all, seems to me to be the best choice to answer the needs and requests of the trusts listed requirements.

I will add that I have worked on a project with Lucasfilm before the creation of the not for profit organization, and I was very impressed in their support of our work, and was equally impressed in how little they wanted back from us. They have been very generous with their time and flexible to our not for profit colleagues during the entire time.

1. Enhance the visitor experience of the Presidio The ability to fill a void in what the area needs will be key, you don't want to compete but to add, I mentioned bringing in exhibits and other cultural events. This project shows the most potential for doing that. There really needs to be a place where there is a large section of square footage set aside for hosting these sorts of things. The space would already be filled with cultural pieces and displays that would be an asset to the public to see, but with the ability to change and keep the space fresh with changing exhibits, I feel it would be the sort of space people would return to, and that is just as important as first visits and just catering to tourists. Something that brings people together in a repeated manor is key to the success and survival of whatever is built.

2. Provide programmatic offerings that are fresh and vital, that connect to broader themes, and that stimulate imagination and creativity. Offer cross-disciplinary programming that can be

effective in advancing knowledge that has broad and lasting relevance. This section that focuses on education of course is a real strength. I think if they could build a space where there could even be artists in residence and opportunities to let people young and old create their works, that would be yet another way to really pull in different groups and give the area a way to enrich the creative soul, and build up a whole new community. If there is one thing that Mr. Lucas is known for it is stimulating imagination and creativity.

3. 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. The proposal does note the use of the space and how it can easily meet this goal. I found the best way for me to see that is to look at how Lucasfilm created their own areas such as Skywalker Ranch, and Big Rock. Just Google map it and look at how well the surroundings were left with very little impact from all the facilities that were constructed. Much of this was done long before it was the right thing to do. It was forward thinking. In the house itself there are re-used lumber products, there is actual farmland being used, and there appears to be a very limited footprint of building per acreage. I would venture to guess that if you were to ask employees how they felt about the blending of the surroundings, they would all feel very positive about it. I could only hope that all companies would be so considerate of the surroundings. It is certainly thinking ahead in my mind.

4. Complement current uses and activity in the Presidio, and integrate well with plans for Crissy Field and the Main Post. I see this in the proposal. It goes along with blending in with the surroundings as well as working with your neighbors. For years George Lucas has supported not only his projects but assists his neighbors as well. I read an article where he has his own fire department at his property up north and they actually answer calls to his neighbors as well. I am sure he would act the same and direct his efforts similarly in the city. Having an organization buying in to the ideal that they are a part of a larger community is key to integration. The LCA to me feels that it will do this Be a piece of the puzzle, not the entire puzzle.

5. Welcome a broad cross-section of the community in a manner that reflects and reaffirms the public nature of the Presidio. To me that is visible throughout the proposal. Art is a cross section of all people, and there is not just one discipline of art being presented. And it is not just locked into what is there in the beginning but there is planned change and flexibility and multiple opportunities for everyone to create, be inspired, and enjoy the area in a public way. To be a part of the area, and the people that not only are there, but that have been there before and will be thereafter. This is not a one man creating his own space. The proposal shows multiple ways that this will be the creation of many, and will enhance the community. I would love to be a neighbor to this institution.

6. Be economically viable. LCA have the funds mostly if not fully solidified. There won't be years of fundraising and possible surprises along the way while hunting for $$$ during economic

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instability. This is key to getting it done. A great idea is not useful if it never sees fruition. And with the trust, from what I can see it will be well funded. The one thing that struck me about Mr. Lucas is that he is now starting to funnel his assets back to others and as we often see with hospitals or in the past with people like the Carnegie, Getty, Gates and Mellon families, when given a project that they create, they seem to be some of the most stable, efficient, and best run operations. They are focused on their project and even after the benefactor is no longer involved they continue to flourish. So I would feel very comfortable with Mr. Lucas's project because I see him doing the same. I have no reason not to believe that this organization is well provided for not only in the beginning but a long way down the road.

This is the best of 3 really fine proposals. This is the way for the Presidio to go. And it will make yet another destination for local and visiting people to enrich their lives, and enjoy their time. And I feel it will be the one proposal that will be able to handle the changes be they technical, cultural, or financial that the city and community may find themselves in 10, 20 or 100 years down the road. It will be the type of institution that places like the Getty have become. A destination that is considered a leader and top in their field. It would be a place that would be looked to to assist other institutions to develop their own ideas and programs worldwide, and I feel it would be a model organization. Many projects have the ambition to become world renowned, but few have the true potential. I think the LCA would have that potential and really do feel they would be the one group that could lead many others in advancing cultural needs and awareness.

Thank you

Hello,

I will be unable to attend the June 17 meeting in the Presidio. However, I do have a comment to share. I believe the PX would be an ideal place to demonstrate to people that we humans need to manage our numbers (7 billion worldwide and counting), as well as our natural heritage (native plants and the wildlife that co-evolved or depend on them). The public is mostly unaware that California is a biodiversity hotspot and that our human impact really does matter. SF has pushed various species to extinction or to the brink, including the pale yellow form of our State flower, the California poppy, and our State and City bird, the California quail, plus the Franciscan manzanita. Even as I write, I realize that we humans are largely ignorant of the impact of our actions. We can do better, especially by volunteering in open spaces around the City, not just the Presidio (where I learned a lot by volunteering with the Parks Conservancy).

Education is key. So I hope groups like the Audubon Society, Save the Bay, the SF Weed Management Area, the Center for Biological Diversity, Nature in the City and the California Native Plant Society (to name a few) will be able to utilize some space for rotating exhibits, presentations and other educational events that go beyond the Presidio. And I hope there will be permanent exhibits demonstrating what individuals can do around the City, including planting *local* native plants instead of agapanthus (for example), keeping cats indoors to protect songbirds, and removing weeds, which are a major threat to native plant ecosystems.

Thank you,

Denise Louie

My question to the finalist teams chosen to develop full proposals for the former commissary on Crissy Field:

How do you envision this site will provide the grand scale necessary to tell the story, incorporate the myriad stories, of the historic, social, and environmental elements represented by the Presidio at the Golden Gate? And plans that will expand from now into the future? You have the opportunity, in our magnificent national park, to inspire visitors from all over the planet with the lessons of this unique crossroads.

Lucy Kortum

Petaluma, California

Dear Presidio Trust:

Upon reviewing each proposal for the new use of the Commissary, it seems to me that the PX Exchange submitted by the GGNPC is the most viable and preferable, mainly because it is sufficiently diverse, and I am confident that they have the wherewithal to sustain it successfully.

I also think it's important to encourage the next generation to be involved with the Presidio, for when we're all gone, we need them to carry the torch, to preserve and protect the Presidio as it's supposed to be, to be invested in it and appreciate it. With that in mind, I hope that the focus on its significance as a National Historic Landmark is carried on by the next generation.

I vote for the "PX Exchange."

Thanks for your serious consideration in your effort in protecting and preserving our precious Presidio.

Charlotte Hennessy

RE: Commissary Site Proposals June 2, 2013

Dear Presidio Trust,

What a great opportunity for the Presidio Trust, now that it has met the goal of creating a self-sustaining National Park, to explore and uphold the traditional mission of the NPS at the Presidio of San Francisco, so that visitors may get to know the Presidio, not a reconstructed, unrecognizable transfiguration.

The goals set out for the former Commissary site reflect that renewed commitment.

Preferred Proposal:

The Golden Gate Conservancy's Presidio Exchange will enhance visitors' overall Presidio experience by exposing visitors to green technology innovations, cutting edge art and leadership programs, much as the Presidio did when it served as a military post. The reserve, consisting of forests, expansive views and open space, gave residents and visitors an instant sanctuary and the kind of solitude that promoted creativity and individual development.

The site will not be devoted to a narrow and singular idea, requiring intense upkeep and oversight and ultimately resulting in stagnation, but instead The Presidio Exchange (PX) creates a permanent site for temporal displays.

As the PX proposal states, "… this space needs to evolve and change to retain its purpose and relevance over time." This intention to be flexible meets the criteria for being compatible with the natural and cultural setting. Creating a space with a designed ability to change is an appropriate use for land situated within an earthquake and tsunami inundation zone.

The PX will also incorporate existing values from the Presidio's own history. The proposal says: "The Golden Gate National Parks and the Presidio are results of that deeply ingrained conservation ethic— and perpetuate its legacy through park stewardship programs."

The PX provides for opportunities to tell about the Presidio's history in a series of changing exhibits that that will place the Presidio in the context of contemporaneous international events, which could include Chrissy Field being the forefront of wildfire fighting aviation; the ecology

movement, with Presidio dependents cleaning up beaches after the 1971 Standard oil spill; the Vietnam War era protest marches to the Lombard Gate, etc., while also still providing for open, unpopulated spaces used for solitude, prehistorically and historically. The variety of displays could "feed" visitors to sites around the region. A display about Army Ordnance could send them on to the Benicia arsenal, for that history, plus to see its contemporary use as art studios. A display about military aviation could inspire a visit to Mather Field in Sacramento. A display about the Fort Scott mural illustrations could encourage a visit to a permanent display of Lucas's art collection, possibly in Modesto (see comments below).

In addition to dispersing visitors throughout the region, PX displays themselves could also be dispersed to regional museums, such as the Benicia Historical Museum at the Camel Barn where exhibits, which "reflect the past as it relates to the future", are changed periodically.

The PX commitment to stay fresh and vital obviously stimulates the imagination and creativity, as demonstrated in the spontaneous list of potential displays mentioned above.

The PX proposal complements current Presidios uses and creates an endless loop for stimulating participants' interest: by offering a changing series of displays at the Commissary, the PX proposal allows for a network of Presidio museums to curate and permanently display historic and prehistoric artifacts at existing buildings above the tsunami zone. For example, there could be a museum about Army psychiatry at the Letterman psychiatric ward; a museum at the Letterman theatre about entertainment, such as Jimmy Rushing and Petulia Clark, held for Letterman patients and staff; a museum about family life on the Presidio in one of the houses on O'Reilly or Presidio Avenue.

The PX brand is brilliant and compatible with the Chrissy Field since so many "Army Brats" grew up going to a PX as their main shopping event. The PX brand will be an effective symbol for visitors to connect with, encouraging repeat visits as they use the brand as a tool to stay up to date on the site's offerings. The proposal offers an instant integration between the Main Post and Chrissy Field with its changing displays that can respond to events and activities occurring throughout the Presidio.

The PX allows for creating a larger park ranger staff. The NPS has a long tradition of bringing college-educated workers to the West from all parts of the nation, by offering good jobs with affordable housing. Moderately paid Park Rangers can be housed in barracks. In exchange there will be a cadre of Incident Command System-trained personnel available for immediate Bay Area deployment as the need arises.

The Presidio Park's sustainability affects private investors beyond the Presidio's walls, as they provide lodging and transportation for visitors. No motels/hotels should be built within the Presidio. Existing buildings should be utilized, but there shouldn't be any new buildings on a

federal government site that would compete with private ventures on private land that could capitalize on the existence of a nearby National Park.

The National Park Service has all the elements in-house that CHORA proposes as a contractor, but which the NPS can do at much less the cost. The sustainable, bridge and international aspects CHORA proposes to establish already exist in every National Park, including the Presidio.

International visitors not only visit icons like the Golden Gate Bridge, they visit National Parks. With the PX proposal instead of CHORA, we get everything CHORA proposes while also bringing NPS jobs to SF, rather than extracting Presidio money and sending it to a company in DC.

The Presidio should not be a site for anyone's personal or commercial venture that obliterates, obscures or impedes access to the Presidio's history.

The liability and potential loss of George Lucas's priceless art collection in a tsunami/earthquake zone is too great. The cost of emergency services and law enforcement to protect the collection is beyond the scope of the National Park Service and Presidio Trust's mission. Even if a private investor promises to pay all the costs, there are hidden costs to taxpayers that aren't always addressed.

The Trust set the appropriate precedent when it denied the Fisher Family's proposal to build a museum to house their art collection on the Presidio. If it had gone forward, it could be perceived as allowing people to buy private access to public land when that land has not gone through a land planning process to remove it from the public domain.

If you allow Lucas's proposal, it seems it could open the door for lawsuits from others like the Fishers who were and will be denied, and counter suits from those who know National Parks are not depositories for private collections, unrelated-to-the-park.

Unrelated art museums and office parks are not in keeping with any Park's reason for being. Denying George Lucas's proposal for the commissary site is correct as his proposal shows a continued emphasis, not on education about the Presidio and its landscape, but on commercial-style development and education only about his personal interests.

The Lucas proposal does not complement current uses and integrate well, but instead overlays and obscures the area with content that does not enhance the visitor's Presidio experience, but seeks to replace it with an alien experience. Alien as in "an introduced species, not native to its environment."

Lucas proposes a good experience, but one that will serve best located off the Presidio, so that visitors can focus their itineraries to better meet their recreational and educational intentions. His proposal is not compatible with the cultural and natural setting along the Crissy Marsh as it's big

footprint would engage too large an audience, nullifying visitors' attempts to experience all of Crissy Marsh's attributes, including open space and solitude.

Lucas's presence on the Presidio is already questionable. As large as the Letterman Digital Arts office park is, it appears to be in unethical competition with other office space for rent in the City. It also seems to exceed what was originally proposed and fails to meet other aspects of what was promised. Lucas has not "proved up". Dan Levy wrote in 1999 in SFGate: "Trustees were also impressed with Lucas' offer to use high-tech expertise 'to tell the Presidio story' in a museum."

The Letterman website "vision" video reveals that Lucas and his team didn't get what National Parks are about. National Parks are not parks like Disneyland. We don't create them, they are designated because they have existing Park values that should be preserved and shared.

"He is an incredible visionary. In his mind he could create a great park within another urban park," says Micheline Chau, Pres. and COO of Lucasfilm. "George creates fascinating environments for his businesses. As different as the Presidio will be from Skywalker and Big Rock it will be an equally distinctive, fascinating, compelling environment."

The Presidio is already a fascinating, compelling environment as an Army Post, now National Park. It didn't need to be transformed.

Their landscape architect also showed unfamiliarity with National Parks.

"We're devoting about half the area to the buildings….the other half we're doing as a National Park, as green, as places for promenade, for people to use," said Lawrence Halprin. "Here for the first time there's a National Park that has invaded a city."

He doesn't know there are many towns adjacent to National Parks across the nation. Gateway National Park is an example of one near a highly populated urban center.

And Halprin got it reversed. With their office "park" it is the city that invaded the Park.

Tom Brady, director of construction for the Letterman Digital Arts office park said, "This is the third building I've done with George and in working with him I've come to realize that if he wasn't a filmmaker he'd be a developer of buildings….he has a passion for it."

It sounds like Lucas can't develop land he owns in Marin County and wants to develop land on the Presidio instead.

John Wildermuth wrote this in SFGate in October, 2012:

"Lucas owns about 3,400 acres in Marin County, including Skywalker Ranch near Nicasio, which he established in 1980. The ranch is home to Skywalker Sound and Skywalker Properties.

The nearby Big Rock Ranch houses Lucasfilm Animation and the George Lucas Educational Foundation. But in April, Lucas gave up on his decades-old effort to build a state-of-the-art digital production facility on 52 acres of the historic Grady Ranch in Lucas Valley after neighbors tied up the project in legal battles.

'We have several opportunities to build the production stages in communities that see us as a creative asset, not an evil empire,' Lucas said in an April 10 letter to the Marin County community that said he would sell the land for residential development."

Lucas's quote makes it appear Lucas assumed he was getting the Presidio commissary property. I have concerns about his ideas for the site because his description sounds more extensive than the guidelines allow for.

Hopefully he's being truthful other communities are interested in his developments. He could, as a philanthropist, consider places in need of investments, such as Modesto with his personal connection there. Modesto would be a geologically stable place for such a valuable collection.

With Mr. Lucas's museum in Modesto, the Presidio visitor centers and websites could provide links to it for tourists to add it to their itinerary. A loop of film/art museums could include Lucas's illustration art museum in Modesto, the Niles Essanay Silent Film Museum in Fremont, and a variety of existing museums in San Francisco, such as the Exploratorium, which has a long-tenured, well-established, expanding cinema arts department.

Putting the Lucas art collection anywhere on the Presidio should not be an option since it gives the erroneous impression a National Park has real estate for private, commercial ventures unrelated to facilitating the public's visits to the Park.

Thank you for this opportunity to comment on current Presidio Park proposals.

Sincerely,

Terry Keim

CC: NPS Director Jon Jarvis; Modesto Mayor Garrad Marsh

We are enthusiastic supporters of bringing the Lucas proposal to the former Commissary site at Crissy Field. His creative vision lends itself beautifully to the site while complimenting the established uses of nearby buildings: The Bay School, Serra Pre K, Bright Horizons at the Lucas Center, the Disney Museum, Lucas Digital Arts Center, the recreational facilities at the west end of Crissy, the hotel at the Parade Ground, etc. This would be the exclamation point to the site.

The other proposals could be located elsewhere with no detriment to their purpose. The Lucas Museum would enhance the entire area from the GG Bridge to the new Exploratorium. What a fabulous gift it is!!!!

With Mr. Lucas in charge, we are guaranteed an outstanding, world class treasure!

Please accept it with our city's eternal gratitude. He ranks right up there with the Spreckles, Hellmans, Levis, Davies, Fleischackers and deYoungs in their gifts to our city.

Jack and Irene Kaus

I'd like to express my support for the Presidio Exchange proposal put forward by the National Parks Conservancy. The local environment around the commissary site is one that I treasure. When I consider what kind of cultural attraction will make me proud of what we have done with the site and that I will want to bring my family to, I think of the qualities that are unique to the Presidio Exchange proposal, principally:

-conceived by and programmed according to a broad based of support from members of the local community

-offering a pathway towards more fully living in the present moment, rather than escaping into fantasy.

If the Presidio Exchange proposal is selected, I will commit to putting considerable effort and resources towards helping attain the project's goals.

Sincerely,

Dale Danley

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June 17, 2013

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

Dear Board Members,

As the Chief Executive Officer and Co-Founder of 826 National, we are writing with great enthusiasm to endorse the establishment of the Lucas Cultural Arts Museum in San Francisco's Presidio. Since the founding of our first tutoring and writing center, 826 Valencia, in San Francisco's Mission District ten years ago, we have into a multi-million dollar nonprofit network with eight centers across the country. Our education programs are offered free of charge to K-12 students—more than 31,000 nationally—with the belief that great leaps in learning can happen with one-on-one attention, and that strong writing skills are fundamental to future success.

The proposed Lucas Cultural Arts Museum would have great importance educationally, as a naturally beautiful, welcoming environment for children and families to experience great art and consider the roles that visual arts and technology play in storytelling. Through our own Storytelling & Bookmaking Field Trips and other project-based education programs, 826 National has found that children have a stronger connection to reading and writing when given an opportunity to tell their own stories. There is a diverse and growing body of research substantiating the long-ranging impact that programs like these have on the lives of young people, especially those from underserved communities.

826 National shares George Lucas' longstanding commitment to improving the learning process, documenting and disseminating innovative, replicable, and evidence-based strategies that prepare students to thrive in their education and in their adult lives. We admire the work of the George Lucas Educational Foundation and Edutopia in teaching the whole student and empowering teachers to adopt best practices in interdisciplinary learning.

As one of America's cultural capitals, San Francisco is known and admired internationally for the many innovative, individualistic, and groundbreaking artists—including Lucas—who have called this home. On behalf of our board, volunteers, and (most importantly) students, we are excited about the Museum's vision for a dynamic, interactive, world-class destination, filled with inspiring educational activities for the next generation of storytellers.

Sincerely,

Gerald Richards
Chief Executive Officer
Gerald@826national.org

Dave Eggers
Co-Founder

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I attended the presentations last evening by the 3 finalists for the former Commissary site at Crissy Field.

The Presidio PX presentation perfectly captured the essence of what is so special about that site, the Presidio and the Bay Area and why respect for and growth from the uniqueness of our landscape is vital.

When the final proposals are submitted, they must be judged against the standard that the Presidio PX presentation put before us last night: is this the right project for this PLACE.

At this point, I am writing only to encourage you to remember that all the projects - no matter how interesting or well-funded on their own - must meet this critical test of PLACE.

As a reading assignment, try Keats' "On First Looking into Chapman's Homer". He wasn't talking about Crissy Field, of course, but Cortez and his men standing silent on the peak in Darien is what I want people to feel when they look out at the world from what is built at the old Commissary site.

Karen Cleek

I attended the public meeting and listened to the three presentations on June 17.

I have these comments and questions:

Show me the money

- Which of the these proposals is funded?
- Which will be subject to delay, because they need to raise funds over a lengthy multiyear process?
- What will prevent mission reduction or mission drift in the case of incomplete success in raising funds? Will the use that actually happens still be superior to a completely funded alternative?

Show me the people

What will draw new visitors to the Presidio? What will motivate return visits?

The area mainly gets daytime, recreational use, and that is likely to continue. Its distance from concentrated population means that no amount of cultural attraction will likely draw large

numbers of people from outside to nighttime events and cultural events of the type envisioned by PX.

The PX proposal looks to me like a neighborhood arts and community center for those who work and live in the Presidio. You are building a great new neighborhood in this park, and it residents and workers truly need and deserve such a facility. But not here. The Commissary site must have a use that is more universal.

Neither do we needed a think tank (with frills) of the type envisioned by the Bridge/Sustainability Institute proposal. Its concept is admirable and excellent. It is the right idea and the right time, but the Commissary site is the wrong place. Those who come to the Presidio and Crissy Field by and large do not need another park-interpretative facility, despite this proposal's local-to-global aspirations.

The Bridge proposal is suitable for a university campus, or perhaps elsewhere among the office and research areas of the Presidio. It fits the vision and mission of the Presidio, but it is hardly unique (even in the Bay Area), and it should not occupy this site.

Show me the parking

The Lucas Cultural Arts Museum proposed placing its parking underground. The other two proposals seem not have thought about this.

Show me the public transit

It's minimal by day, and totally infrequently and unreliable by night. The Presidio is on an upswing, but alas Muni is not.

Show me a museum for the Presidio

The Commissary site needs an art museum. Museums are a glory in parks. On a basic level, they provide alternative recreation on rainy or foggy days, and on days when the weather starts fine but turns bad.

But it's more than that. The brilliant contrast afforded by enjoying the artwork of humans and then walking outside to observe beauties of nature is uplifting and spiritual. The de Young, the California Academy of Sciences, and the Legion of Honor are already spectacular entries in this regard, enjoyed by generations of San Franciscans, Californians and visitors from around the world. The Lucas Cultural Arts Museum can bring that experience to Crissy Field, where the Golden Gate Bridge -- the world's largest Art Deco sculpture -- ties together history, nature and art.

The recent uproar over the removal of the great Maxfield Parrish mural "The Pied Piper" should make us all mindful that turning the Lucas proposal away would mean the loss of not one, but many Parrish works. These alone would draw new visitors to the Presidio, and draw current Presidio visitors into the museum. But it's not just Parrish, but masterpieces by Howard Pyle, N.C. Wyeth, J.C. Leydendecker and Norman Rockwell -- in fact Rockwells upon Rockwells upon Rockwells.

Add to that the comics art, the kids art, movie art and pioneering examples of the new art of digital animation. This would be a museum that will make visitors smile. It will draw those who might not otherwise even visit the Presidio, and it will lead to longer and more frequent visits by those already eager to sample the Presidio's growing diversity.

Combined with the other permanent attractions like the Walt Disney Family Museum and the Goldsworthy sculptures, as well as temporary exhibitions like this year's di Suvero retrospective, the Lucas Cultiural Arts Museum can make the Presidio a true arts magnet.

I've lived in the Bay Area for 46 years, 38 of them in San Francisco. I was once a tour guide here and have spent decades as journalist. George Lucas is offering a great gift to the Presidio, to the city and to the nation. This is a great opportunity. If we lose it, we have lost something very special. I urge you to accept his offer and enrich our lives.

Thank you.

Randy Alfred

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EXECUTIVE OFFICE
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FUTURES WITHOUT VIOLENCE™

June, 2013

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

Dear Ms. Bechtel and Members of the Board,

I write to support the proposal for the Lucas Cultural Arts Museum at the Commissary Site on Crissy Field.

I also want to recognize the contributions of the Golden Gate National Parks Conservancy. We're pleased to have them as a Park partner and appreciate all they have done to enhance our outdoor spaces for families and park visitors.

When Futures Without Violence chose to move to the Presidio and establish its international headquarters and training center on the Main Post, it did so to become part of a vibrant and engaged community in a national public park. Upon hearing the detailed plans that Mr. Lucas has for the Lucas Cultural Arts Museum, we believe that his innovation and creativity will play a major role in the design and implementation of the museum. As a national nonprofit that develops educational programs and public action campaigns, we welcome a museum with compelling programs and state-of-the-art technology that will inspire and educate young people as well as their families.

Most importantly, we believe that the Lucas Cultural Arts Museum will provide opportunities for collaborative partnerships and experiences that can be shared by our organization and many other Presidio neighbors who want to engage the public. The international renown and reputation for creativity that George Lucas and his team have earned can only enhance our community at the Presidio and help to make it an even more vibrant and active place.

George Lucas has been successful in his life's work and now he wants to create a world class museum, at no cost to the Presidio Trust or taxpayers. I encourage the Presidio Trust Board to seize this opportunity and move forward to make this a reality for us all to experience and enjoy.

Very truly yours,

Esta Soler

President and Founder
Futures Without Violence

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EXECUTIVE OFFICE
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June, 2013

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

Dear Ms Bechtle and Fellow Board Members,

I grew up one block away from the Presidio and would sometimes wake-up to the playing of reveille. I would set my watch to the 5PM canon and playing of taps. I say this to illustrate that what happens in the Presidio, even though it is administered by the federal government, has a direct affect on the people of San Francisco. This is why I think that the Lucas Cultural Arts Museum would be a good idea. It would not only add to the cultural diversity of the Presidio, but would be a great benefit to San Francisco residents and the millions of people who come visit our city every year.

Please consider the Lucas Cultural Arts Museum proposal for the Crissy Field Commissary site. Thank you.

George Gund