

## **Emailed and Mailed Comments on Concept Proposals for the former Commissary Building on Crissy Field**

March 5 – April 24, 2013

To whom it may concern:

Thank you for the chance to comment about the future of our park. After looking over these proposals - some in great detail, some without a lot of scrutiny, I would favor the George Lucas proposal.

I do this for many reasons, none of which is that Mr. Lucas will fund it. Funding has nothing to do with doing what is right. We learn from our past, but most of us, especially children, learn through new and innovative ways. Think of teaching a young person a computer programming language the way I learned it - through a book. In today's world that might not work. Today's student will be at a keyboard.

This is what I see with Mr. Lucas' proposal. Learning from history, teaching with new technology. An appreciation for the arts. MAD to Michelangelo. Beauty around the world. And showing that it can come in many forms, be it the aforementioned ceiling of the Sistine Chapel to the digital realm of Pixar.

Thank you again,  
Marc Stevenson

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After reading the various proposals submitted, I really believe the George Lucas Proposal to be the best fit for the Presidio and the city and people of San Francisco. It will be such an asset for everyone to be a part of and enjoy for many years with no cost to the city.

Sincerely, patricia ketchur

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Dear Presidio Trust,

I was dismayed to see on SF Gate that George Lucas has proposed to pay to house his art collection in the commissary on the Presidio, but glad to see the story as it led me to the other proposals, including the Presidio Historic Association's (PHA) recommendations which I fully agree with.

I finally got to visit the Presidio last November and was for the most part grateful for what the Trust has done with its mission.

I spent my Wonder Bread years there so have childhood ties to the place. Though I have fond memories of gathering with my family on our porch at 1003A O'Reilly to watch Disney every Sunday night, seeing the Disney museum located on the Presidio felt disrespectful to the

Presidio's history. I'd prefer that what's done in the future is more in keeping with telling its history than with new, more commercial ventures.

The PHA's proposal makes me feel that when I visit again I'd still recognize aspects of Presidio life I knew living there. In fact, with their proposal I could see part of the commissary even being a museum dedicated to the commissary. And the PX's we knew in the '60s.

The Golden Gate National Parks Conservancy is next most in keeping with what the Presidio offered and has to offer, but is too huge in scope for this project for now. The Chrissy Field Cultural Center Organic Architect proposal has some ideas that could be incorporated into PHA's vision.

Thank you for taking into consideration all the points PHA makes in its proposal.

Terry Keim

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I want visitors to experience the Presidio I knew growing up there in the 1960s and early 1970s, not something completely different.

I want them to experience the history that perpetuated the place. The solitude. The historic buildings. The old path ways. The chance for discovery.

Following the guidelines submitted in the Presidio Historic Association's proposal will most likely allow for that than the other proposals.

The others provide experiences that can be found anywhere else. They transform the Presidio into something else that could be located anywhere.

Following PHA's proposal is most in keeping with the word trust in Presidio Trust. The trust must manage the place for the benefit of the Presidio.

In this case the Presidio is its history.

Thank you,  
Terry Keim

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To whom it may concern:

I read with interest that the Presidio Trust has received proposals for possible reuses of the Commissary at Crissy Field. Given the special location of the Commissary, I read through each of the proposals with a singular focus: is this something that I would visit? With this in mind, I believe that there are two proposals that deserve more fleshing out.

The first is the proposal for a Lucas Cultural Arts Museum. As the proposal argues--and as anyone who lives in the area can attest--the Bay Area has been and continues to be an incubator of innovation in the visual arts media area. The Lucas Cultural Arts Museum presents a unique opportunity to highlight visual media that is largely ignored by other, fine art institutions both here and elsewhere. Popular images--whether created for a magazine cover or to sell an idea or feeling--are everywhere and have a direct impact on humans everyday. An exploration of popular imagery seems appropriate and needed. Perhaps most importantly, the offer to endow the

museum to ensure its financial stability is a strong incentive.

That being said, it is the Color Foundation proposal which is most intriguing and exciting to me. The concept of color intersects so much of our lives and cuts across so many fields, from arts and fashion to science and industry, that the possibilities for interesting and thoughtful presentations seems endless. No other museum dedicates itself to the concept of color, yet it is so fundamental to everyday human experience. As an amateur photographer and gardener, I can appreciate the role that color plays in my hobbies--from the subjects of my photos to the choices of plants in my garden. The concept seems to me to be the one that has the potential to attract not only Bay Area residents of all ages and interests, but also visitors to this golden land. And the location of the Commissary--within walking distance of the Golden Gate Bridge with its iconic international orange color which changes with the refraction of light created by the misty air of its surroundings--seems like a perfect setting for such an innovative idea.

Whatever decisions are eventually made about the next use of the Commissary, I urge you to at least give these two ideas a fair hearing. Either one would make an excellent addition to the City.

Thank you,  
Patrick Gonzales

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I perused the proposals offered and the one thing that stands out is that they are all pretty much the same - a museum/culture center. We don't need any of these. The Sports Basement has been an excellent use of the space! After all, a commissary is a retail space. The Sports Basement is a meeting place for active people in the area. They are involved in the community; supporting and promoting all sorts of events.

Situated as they are those who run, walk, or bike in the area have a resource for information and a place to purchase items they may have forgotten or didn't anticipate needing. The area has become a vital, active community and Sports Basement is a major, unique part of that life style. Please reconsider putting in another "cultural" facility that serves little purpose. Sports Basement is a living cultural part of the area, in a perfect location for the people it serves.

Thank you,  
Suzanne Seaman

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I whole-heartedly agree with the sentiment expressed in the forward message below. I am an Army Brat whose early years were intertwined with the Presidio. My Dad was stationed there. My parents' final resting place is the National Cemetery there. I think that makes me part of the Presidio legacy, so here is my take on the commissary RFPs.

I cannot believe there is no other building besides the old commissary available at the Presidio for use as a museum. The Sports Basement store is both respectful of the former retail use and significant as a community-based recreation facility. The public is very well-served by the

existing store and its facilitation of recreational access to The Bay. A career environmental planner who holds an undergraduate degree in Architecture and graduate degrees in both Landscape Architecture and Urban Planning, I am also a former employee of the San Francisco Bay Conservation & Development Commission, hence a keen supporter of public access to the Bay. It is my professional judgement that the existing Sports Basement store fulfills the Bay Plan's intent of providing a balance between commercial enterprise, public access and environmental protection. The RFP responses don't impress me that way; instead they seem considerably elitist.

Reading the various proposals for the commissary site left me with the distinct impression that the Presidio Trust is seeking to keep common people at arms length from the Bay, the Presidio and the history of the area. Once upon a time plain old enlisted folks and their families were found in and around the post commissary. They were a diverse people of modest means, whose lives helped make our country is what it is. They were not the kind of lily-white, upscale, pay-to-park clientele envisioned by the opportunistic proposals that responded to your RFP.

The old saying, "If it ain't broke, don't fix it," would seem to apply in this case.

Michael Seaman

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Gentlemen,

I can only try to calm down. I just read all the inventive proposals for the old commissary at the Presidio but I can't even imagine NOT having George's Lucas' Museum as the final choice. I have, as a college student who took several classes about illustrations (especially children's books), as the mother of twins and now as a grandmother of two, been absolutely nuts for children's books long past my childhood. They are an ongoing peek into "never never land" for those of us who never grew up. Mr. Lucas' proposal is so brilliant and exciting and with such included substance in his collections I can only pray you will be as impressed and impassioned as all of us who have seen it are.

Please choose this quite stunning proposal and add it to the more than dazzling array of San Francisco treasures.

Thank you,

Sue Hood

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To Whom It May Concern;

I feel that the Lucas Cultural Arts Museum is the best of the proposals for the Crissy Field Commissary site. Of all the proposed projects, it seems to have the broadest public appeal and is most likely to generate return visitors. The endowment that will come from Mr. Lucas for the museum also seems to give it a leg up over the other projects when it comes to an ability to cover operating expenses. Please consider these opinions when you deliberate the future use of the site.

Thank you,

Douglass Abramson

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Vote Go Lucas -- His vision of the museum on the Presidio is the one I like best.

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Dear Presidio Trust,

After reading each of the 16 proposals, I firmly believe that the one that would enhance and preserve the historic site the most, add great cultural value to the city, attract more visitors and of course from a sheer economic development point of view be self funded with no financial burden on the Presidio Trust or city is The Lucas Cultural Arts Museum. Mr. Lucas already has world recognition in his name which will attract visitors and has immensely added to the artistic and cultural heritage of the U.S. with his outstanding films. He also of course has LucasArts located in the site. My only hope and desire is that besides focusing on the wonderful artists such as NC and Andrew Wyeth, Maxfield Parish, Pyle (all personal favorites) and other artists in both the digital and animation world that he do the following:

- 1) Make efforts to make it a global center. This will greatly help to enhance the global image and brand equity of both the Center and San Francisco and increase economic development.
- 2) Focus on other artists from not just the US but around the world who have helped to change and improve society with their imagination
- 3) Include a 3-6 month Artist in Residency program for artists from around the world from top schools who show incredible promise. The era of the Church and the Medici's supporting artists is over and Corporate America has not done enough to step in to help promising artists who most definitely change the world for the better with their incredible talent and imagination
- 4) Include a top restaurant to focus on California cuisine and wine and to help upcoming promising chefs. This can be done in conjunction with The California Wine Institute and the Culinary Institute of America in St. Helena.
- 5) Lastly, hire my old friend and graduate school colleague to run the facility, the former President of Lucas Arts and who is now the President of the Phoenix Symphony, Jim Ward. He already has an amazing track record and of course Mr. Lucas knows him personally.

On one final note, while many of the proposals were good, I also most definitely thought that Mycotoo was very promising and interesting. Perhaps they can be involved as well.

Good Luck with an amazing project.

Sincerely,

Peter R. Gower

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As a visitor to the S.F. area and an ex East Bay resident; I thought I should give my thoughts on which proposals would draw more people living in the outer bay areas. Often we visit with the intention of showing off S.F. and allowing our visitors a closer look at the other side of what most tourists get to see. Below are my thoughts on each.

#### 1. Antenna International

I have used this company's tours and do enjoy them. However I do not think a building of this size is what they need. Even if they did all their "building of tours" and equipment; this building is far too large and would be a waste. Maybe they should team up with one of the others for a partial use of the space.

#### 2. Chora/WRNS

First off; when they can deliver a proposal that is easily read without magnification and having to move back and forth to read, they might get more support. I just am not that enthused about visiting a "Sustainability Museum". This site should have a broader draw.

They also miss their own purpose. In the section on water; the landscaping should be Xeriscape not requiring any use of Municipal water. Treated gray water should be used to get the landscape established and only during very dry periods. Also the storm water should never be sent into the Sanitary Sewer system for the city/county to treat.

#### 3. Jay Claiborne/Jerry Goldberg

A very much needed thing. But I do not want to reward "Government Workers" with such prime property! They should be out under some flight path in an industrial park! What ends up here should be for "everyone". The people impacted by what they do will seek them out wherever they are.

#### 4. Color Foundation

Interesting, but not "Wow!" I don't think most people would spend hours here. Golden Gate Park near the other museums might be a better location for this type of museum.

#### 5. The GO Team

I was put off by this proposal. I like when proposals get to the point right off the start and don't stray or introduce quotes that really have no place in a proposal. This was too close to new age Hocus Pocus and felt scattered.

#### 6. Golden Gate National Parks Conservancy

Another one that has some good things but no Wow Factor. Just not feeling it.

7. JCC&A

This one should consider looking at space near the new Exploratorium. That would be a great partnership.

8. Mark Kitchell

I have to say this would not be a big draw. I would never bring a visitor to this. Too similar to #2.

9. KV & Associates

Looks like a map of a plan to take over The Presidio's prime buildings! My feeling is they should incorporate into the two other locations and let someone else have a go at this building.

10. The Living New Deal

This group should find a closed post office open in. This is not as vibrant a subject as the location deserves.

11. George Lucas

Talk about appealing to the masses! From our earliest memories the artwork that is in the books read to us a child to the current CGI work that our movies depend on to make their stories real on the screen. Mr. Lucas addresses the historic, the modern and the future as only he can. The building design and landscaping will be a gem for The Presidio. I believe this use will immediately become a tourist draw. It is also fitting this museum should find a home in The Bay Area which is the forerunner in developing current and future technologies in this area. I believe Mr. Lucas will build his museum; it is up to the commission as to where it will be built.

12. Mycotoo

The building design is intriguing. A theater would be a nice thing; however it would be difficult doing transportation to and from hotels. The exhibits sound just so-so; not a big draw.

13. Larry O'Reilly Associates

Another museum without mass appeal. We already have many like this in the state. How are they performing?

14. Organic Architect

A grand building to show off the talent of some architects. Not real clear on how they plan to attract the masses on a daily basis to support the building. Sounds to me like they want their offices in a prime view location.

15. Presidio Historical Association

Hum, yet another West/California history museum. But wait, they are interested in being on the Main Post near transportation. Seems to me they are also "steering" you from the backseat. By the way, how are the other historic aircraft museums in California and for that matter Arizona doing these days?

#### 16. Transmedia SF

Somewhat weak on what their purpose is. Only four pages and no visual media to wet your appetite. This is not the time to be this sweet and to the point. We need to be shown why you deserve this more than any of the others. You fell short!

Thank you for considering my thoughts in your process,

Russell Minor

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To the Presidio Trust,

We read in Santa Rosa's Press Democrat this morning (Thursday, March 7, 2013) of the proposed museum to "Story Telling" proposed by George Lucas at the Presidio. This lead us to read the "Lucas Cultural Arts Museum" pdf on the PresidioTrust.gov website.

<http://www.pressdemocrat.com/article/20130306/WIRE/130309749/0/search>

[http://www.presidio.gov/about/Documents/11\\_George%20Lucas.pdf](http://www.presidio.gov/about/Documents/11_George%20Lucas.pdf)

We are a north coast art gallery celebrating historic paintings of California. Our gallery welcomes visitors from all over the country, and some from Europe, Asia and Central and South America, many of whom are headed to San Francisco. To date, we've guided them to the Walt Disney Family Museum as well as the Legion of Honor and the de Young Museum. They are quite pleased to learn of the Walt Disney Family Museum and the story of how it came to be located at the beautiful Presidio, and often add it to their "must do" list.

Of all the worthy proposals before you for the Presidio's Commissary location, we wish to express our strong support for the George Lucas and his proposed "Lucas Cultural Arts Museum." We believe it would be most appealing our gallery visitors soon heading to San Francisco. Along with the Disney Family Museum and a picnic lunch taking in the Presidio's natural beauty and views will make a full day of San Francisco memories. Together, this pairing of superbly presented museums will be a world class attraction.

We publish a monthly newsletter for our clients across the country, and we will be writing of this proposed museum. In our past issues ([http://bbhgalleries.com/BBHGallery\\_Archives.htm](http://bbhgalleries.com/BBHGallery_Archives.htm)), we have often written articles of related persons and subjects which are proposed for presentation at this museum; Norman Rockwell, Maurice Sendak, Joseph Christian Leyendecker and his work in Stockton's Haggin Museum, film Pioneer Georges Melies in Martin Scorsese's "Hugo," Walt Disney and his many talented animators and artists, and of Pixar Studios and their 2010

exhibition at the Oakland Museum. We can attest there is a huge public interest in the art of story telling.

Dan & Linda

Bodega Bay Heritage Gallery

Linda Sorensen & Daniel Rohlfing

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Dear Board,

I am just a visitor to your beautiful city, taking in the museums whenever time allows. Many of these proposals look very interesting, and I know it will be a difficult choice, but I believe the museum proposal from George Lucas would best benefit the area.

I have been to Skywalker Ranch and seen what Mr Lucas has done with that property and know that he would build a museum that would only enhance the surrounding areas and encourage visitors to San Francisco to come into his museum. His architectural exploits, as seen at Skywalker Ranch, keep true to the surrounding area blending in and enhancing the local beauty. I have been fortunate enough to have seen a number of works of art in his collection on the walls of the Ranch house, the costume and prop collections and visited a couple of very interesting hands-on science-based exhibitions. His ideas and creativity will keep museum visitors interested while they learn to use their imaginations or just enjoy his beautiful art collection.

Mr. Lucas has been a huge supporter of the San Francisco area from Marin County to the Presidio and beyond. His name is synonymous with exploration of art in all its mediums, adventure and learning. He has so many fans throughout the world that I believe his museum would bring in a first class tourist attraction of learning possibilities and enjoyment.

Sincerely,  
Cyndee Batzler

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To Presidio Trust,

My name is Susan Monahan, and this is my idea for the Former Commissary Site at Crissy Field, Presidio in San Francisco.

This idea involves turning the space into a modern, energy efficient rollerskating, inline skating, skateboarding and a possible track facility. Skating with a View.

I would create an airport hanger style exterior with clear glass panels around the current building. The current building could be used as the vending area for both skate rentals and Sales and food vending.

The whole space would be solar, with pyzo electric tiles to generate electricity. This Would Enhance Visitors Experience of the Presidio-

The large 400 or 800 meter surface for skating would, on one side, be a panoramic view of the Presidio.

My thought was to hang artwork and photographs of the wildlife, and history of Presidio inside.

Green Recycled glass anywhere possible to represent military history.

This Space could offer Educational Days, where there is a tour or experience of the Presidio.

This space would bring children and people of all ages, to come together for air, a beautiful view, togetherness, fitness, Music, and Great Healthy Local Food.

This would provide Programmatic offerings that are fresh and vital and connect to broader themes and thus stimulate imagination and creativity. Also offer cross disciplinary programming that can be effective in advancing knowledge that has broad and lasting relevance.

Morning Meditation Skate- offer a sunrise skate to peaceful music to watch the sun come up.

Skating For a Cause- This facility can be used for a variety of fundraising events, thus bringing all community's together within the Presidio.

Handicapped Skate Nights

Themed Skate Nights

It would be ideal if either/or a skate ramp evening could be possible, or indoor running track material could be brought in. If ramps were brought in, The Skateboarding Tournaments could be held there. The Presidio would have the largest skate park in the World! New Competitions could be invented.

If a running surface could be brought in, track competitions could be held at Presidio.

Oscillating Art shows On the Interior Walls

Evenings Where FlatScreen Tv's on Four corners playing Documentaries, and International Films with Subtitles

Incredible Music Hub! - An Extensive International Jukebox, perhaps I pod style. Wrist Bracelet scans to buy songs, or to use the three free songs received upon entry.

Educational Days-Days with tours and information about Presidio Environment. Videos of the Presidio from past till today.

Different schools and educational institutions could be bussed in for education, exercise and lunch.

This Rink Would Be compatible with the Magnificent and natural setting along Crissy Field and Responsive to the Trusts Mid Crissy Area Design Guideline and Leed Requirements.

With a Large Skate Rink, completely glass around exterior, all views would allow for Crissy Field and Presidio.

This proposal continues to keep the current commissary site, and build around it, thereby keeping the original historic structure.

This will complement the current use and activity in the Presidio and integrate well with plans for Crissy Fields and Main Post.

I could not find specific details about these two design plans. Other than keeping it historic, not being so big as to invade potential highway designs, I figured I would send it to you anyway, and let you decide.

This Rink would encourage athletics and all communities and ages.

Food Design is organic and local offering burgers, fresh cut fries, and a juice bar. Vanilla ice cream with mix-ins for milkshakes. Also, a local hand-made pizza available.

Interior would have historic facts and photographs to learn about

Artwork of wildlife and Presidio

This rink would welcome a Broad Cross Section of Community's in a manner that Reflects and Reaffirms the Public Nature of the Presidio. It must be transparent and active in engaging community.

There will be a variety of themed nights and events that will bring every age and race together for this old yet enjoyable sport.

This Rink/Track will welcome all ages for fresh music, ideas and health

Find Local Organizations that will sponsor events. ie., MADD, SADD, that will sponsor events, donating food costs, skate cost's, admission.

School Skates-bussing in community schools for physical education days.

Business Skates- With the quality of the food and the experience at this rink, business may opt for holding business meetings here. This will be an alcohol free environment, which current businesses are finding make better meeting spaces.

This Design Must Be Economically Viable-

With Solar electricity and heat, and the pizo tiles, maintenance costs will be small. This will generate energy for heat, light and cooking facility

Profits will come from a plethora of Sources-

- a. Skate and helmet rentals and sales, also renting out the space for events
- b. Creating a workout program on skates catering to local exercisers
- c. Food Sales

d. Art Sales

Different Reasons to Come to This Skate Park

- To Observe and learn about Presidio
- To see Artwork
- To Hear Music
- To Have Local Produce and Food
- To Celebrate within A Sober Community
- Local Staff and Creating jobs within San Francisco
- Exercise!

I had originally wanted to call this skate park Soul Skates, but in thinking of the Presidio's beginning, I thought Juntos at the Presidio or Alma Skates would be better.

I hope this idea is something to consider.

Thank you,

Susan Monahan

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I cannot imagine a more popular, visited museum than the one proposed by George Lucas. Plus, it does not require the raising of lots of money or using government grants and funds. How many times does such a "Perfect" project come along.

Please give this proposal the highest marks.

Corrine Robson

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Please give the highest consideration to George Lucas proposal to build a museum at this location. What better place for a cultural museum in Northern California than on this historical landmark! And, it costs the taxpayers nothing! We should be proud of our Northern California J. Paul Getty!

Jerome A. Robson

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Dear Ms. Bechtle and Mr. Mehran,

Just now reading that George Lucas would like to create a 'visual story'museum/gallery in The Presidio...I hope so. Almost 30 years ago, I designed a 'FORMAT" for what then was called 'MULTI-MEDIA" an early form of "WIKIPEDIA"

I titled it CALIFORNIA STAR the idea being that SAN FRANCISCO's earliest newspaper which heralded the GOLD RUSH could be used as the 'basis' for the HISTORY of CALIFORNIA and of course primarily from the SAN FRANCISCO point of view...there being here- the earliest and most diverse population with culturally significant aspects from entire Pacific Rim- in fact stragglers and adventurers from the world over made there way here seeking fortune.

The idea a 1--page web-page with "LINKS" and it is MULTI-LINGUAL and LITERARY with ART & FILM! (FOOD, too!) The HOOK or GIMMICK is that we have FIVE GIRLS...JANE, JEANE, JEMIMA, JOAN, & JUNE, (AEIOU) who 'narrate' thereby getting to switch back & forth between languages & cultures as we find them here in San Francisco. The story begins in 1579 with Francis Drake landing in Marin. (TREASURE ISLAND) ...or we have 1776 SPANISH SLEEP OUT AT MOUNTAIN LAKE...or 1878 Kate Douglas Wiggins donate proceeds of her novel REBECCA OF SUNNYBROOK FARM to found first free kindergarten etc.

And there is beside this the original tale of Coyote from the native Americans as part of the scholastic launch. Kids learn math & science in the new way...PHONE APPS but also in a manner in which the old CHALKBOARD is accessed.

I'd like to send a copy of the 1987 Edition via e-mail. I explain this because Mr. Lucas & the Disney Family are very much those whose technology would most benefit by this simple yet significant design innovation. And right here!

Thank you for your time

Casey Farrell, Author "California Star"

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As a long time user of The Presidio, both before and after it became a park, I like the Sports Basement in that space. It is an ideal fit for the Presidio due to its company philosophy and the type of business it is. As long as you are determined to allow commercial ventures in the park you should keep Sports Basement since it provides a much needed, and reasonably priced, alternative to the over priced boutique style stores in the area. None of which have as much variety of goods or the quality and hours of service that Sports Basement has anyway.

Your center can be put in one of the other buildings along Crissy field such as the building right next to the parking lot traffic circle at the Warming Hut picnic area or in a couple of the old

maintenance buildings by the WWII era Nisei army language school that you are in the process of rebuilding.

When you decide to ban ALL commercial ventures from the park then we can talk about removing Sports Basement from its ideal location hard by where they get loads of drop in traffic by foot, bike, car, you name it.

Michael Blincoe

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I read the various items submitted and believe that the submission by George Lucas is the best suited for the site.

Ann Dolyniuk

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I very much like the idea of the Lucas Cultural Arts Museum as we know we can depend on George Lucas to develop a beautiful place as he is a proven entity in the Presidio. It should interesting as well and will add to the cultural diversity of the arts scene In SF.

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Thanks for posting the responses on the redevelopment of the former Commissary site. Collectively, I found the group of proposals to be largely uninspiring. The current use of the building is a hub of outdoor activity in the Presidio and I find it highly unlikely that most of the proposals would generate near the level of community use that the building has today.

The Lucas Museum idea was by far the best proposal and I think a great future use of the site. The Presidio Exchange, History Center of the Golden Gate, and New Deal Museum were also interesting and worthy of consideration. The rest of the proposals should go into the circular file ;)

Cheers,

Matt Oberhardt

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There are some great proposals. I think the winner should be the proposal that will benefit the greatest number of people over the longest tenure. Obviously there are traffic issues to consider as well considering the limited access of the area. It would be nice to have a tenant that would generate repeat visitors. This is a disadvantage to the 'one and done' museum proposals.

Of the museum proposals I like the one from Lucas.

Overall, the trust has done a superb job of retaining the integrity of the Presidio's military past along with integrating changes that benefit everyone in the city and bay area. Keep it up!

Thanks for the opportunity to share input.

Jon Gustorf

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I vote for the Lucas Cultural Arts Museum!! This is a 'no-brainer'!! George Lucas and Star Wars are such American cultural icons at this point and, I think, will make the Presidio a real destination! How wonderful to have such a collection of digital art in San Francisco! Jill Tager

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The site is close to the best public recreation in the city, and far from public transit. I love to jog or bike there, but I prefer to attend an exhibition or lecture elsewhere. Therefore, the site better serves the public by connecting with the recreation experience. Coincidentally, Sports Basement met that need.

Because unhealthy lifestyles has become a large public health problem, the site is in an ideal position to connect recreation with health promotion.

Therefore, the proposals the most compelling proposal is PlayLabs. The Crissy Field Cultural Center proposal includes healthy food activities, which are connected.

I encourage more emphasis on health and recreation be placed on the final direction.

Regards,  
Lawrence Li

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I'm shocked at the audacity and entitlement of George Lucas. The Lucas Digital Arts Center already occupies a choice chunk of space in our Presidio National Park. How much can one man want? Let's hope the Presidio Trust isn't seduced by the Golden Rule (Whoever Has the Most Gold Rules). Money has already bought our Government -- there must be other ways of deciding things. Let's give some other folks a chance who can't buy their way in but who have a relevant, well thought out vision. George, we have enough institutions devoted to fantasy pop culture. How about something serious with some real meaning in these seriously compromised times?

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The Lucas museum proposal would be a wonderful place for us locals to visit, as well as a treat for visitors. The proposal comes with a very clear theme (not just the generic sustainability/green

theme of other proposals that lack focus). And it comes with funding. The Presidio has acres of other land to tout military history and environmental topics.

The Lucas proposal would be a unique art and learning museum -- I hope the Trust doesn't blow this opportunity.

Bob Reitherman

Executive Director Consortium of Universities for Research in Earthquake Engineering  
(CUREE)

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Hello,

I would like to let you know that as a long time Bay Area resident, I feel strongly that this project should center around the environment.

I think that it is important that we use every opportunity to educate visitors about the challenges we have faced and continue to face as we defend our fragile planet against human encroachment. It appears that there are several proposals that promote that theme, which is encouraging. The proposal that is best able build support for environmental efforts, both regionally and and beyond is one I would wholeheartedly support.

However, I do not think it is the place for George Lucas's Fantasy Art Collection. Surely there is another venue for that.

Thank you,

Anne O'Brien

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Honestly, I'd hoped for more. None of the proposals reflect a purpose or a cause that will have as many positive effects on the Presidio and Bay Area communities as Sports Basement. Each reflects a small group of folks' narrow purpose or cause. While residents of the Presidio enjoy the peace and quiet of the park, we also enjoy the community that various destinations in the park have engendered. Sports Basement has been a remarkable citizen of our Presidio community, facilitating charitable contributions (donating 10% of sales to virtually any non-profit), hosting social events and fundraisers for groups reflecting diversity along the socio-economic spectrum, promoting education on health and wellness, promoting actual health and wellness as a provider of fitness and exercise-related goods and generally reflecting a cross-section of San Francisco in its staff. They have been a great community citizen. They took a risk going into an empty area when no-one else was coming. They participated in the creation of much of the excitement around the Crissy Field drive that we all now take for granted. If we'd prefer to have the street along Crissy Field turn into a showcase of non-profits funded by wealthy individuals which are only periodically visited by a few folks, we should by all means create a "Green Showcase", another art museum or a sustainability institute. If we like the community that exists every single evening and through every single weekend in and around Sports Basement, let's just leave well enough alone.

Brent Whisenant

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Do you realize how many people come to the Presidio for sporting events?

Do you realize how many come to shop at The Sports Basement?!

If you are trying to draw the public into the P., The Sports Basement is already one of the most successful in achieving this goal.

Perhaps you can consider getting rid of the public storage business at the Eastern end of the parking lot, instead of The Sports Basement.

If you want to present historical education about the Presidio and adjacent landmarks like The Bridge, you should put the venue in an "Historical" building.

I have been a resident in the P. for over ten years, and have seen the value to the public of The Sports Basement.

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I read most of the comments online....and I can understand why many of the postings are distraught at the Sports Basement leaving (don't know if the one that says it's moving down the street is correct).

I frankly think the Presidio Trust has lost it's way...especially from the original outline years ago. The Presidio is supposed to be a PARK. I can understand trying to make use of as many "in place" bldgs. as possible for income, esp. the housing. I can also understand wishing to PRESERVE the parade ground since that is the center of the historical part.

Watching what happened with very little input....like the Lucas office bldg., which even though it replaced an ugly hi-rise hospital, is VERY unattractive as well. I've never understood how the Disney Museum got in there. The only museum that should be in the Presidio should have to do with the history of the Presidio.

The rest should be PARK!!!! or things that relate to BEING in a park. That's why all those people have put comments about the Sports Basement leaving....or want a grocery/food outlet.

The Presidio should stick to being an "OUTDOOR" experience....not a museum experience. We don't need a museum for everything. If it were my decision, I'd tear the bldg. down and make more Crissy "field".... stop looking for income from everything!!!

K. McKenna

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Focusing on a deep connection to place - to THIS significant place on the edge of the continent - from perspectives of human history, environmental concerns, and personally relevant connection seems critical and best represented by the KV Assoc / Cavagnero proposal. This concept holds the most promise for becoming a meaningful site-specific work in the Presidio with real promise for community engagement - including huge opportunities for educators to address these issues in ways that make life-long impressions on a whole new generation!

Mary T. Faria

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Hello,

I appreciate you seeking public input. As an Army officer, my father worked on The Presidio in the late '90s just before BRAC. During WWII my grandfather visited the Presidio often on while on shore leave. Now my wife and I live in the Baker Beach apartments. In short, it means a lot to me to keep the Presidio open for all people.

I am distressed by the Lucas proposal for a variety of reasons. He has already benefited plenty from the Presidio with the Lucas campus. That he also wants install his private collection for public viewing means he likely gets a healthy tax break for imposing more of his taste on the public. I do not think that public access to his private art is what the Presidio is about. Moreover, the multi-billion dollar deal he made with Disney leaves him enough money to build his own private gallery. I am further dismayed by the thought of one man having so much sway and control over the Presidio's reinvigoration in its current form. Lucas Campus is enough! We don't need--and I don't want--his art as well.

On the other hand, The GO Team: Global Observatory exemplifies the Presidio spirit over the ages. Tapping the work of ordinary people in the context of positive change solutions is exactly what my grandfather, my father, and now I am doing in the context of living and working on the Presidio. Presidio as a national park, a former military barracks, and now as a mixed public-private project needs to put ordinary people first. The GO Team's emphasis on engaging everyday people fits and fits well.

All the best,  
Ian Boisvert

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I am writing to support the proposal for "Altered Lands: How People Shaped The Landscape of Northern California & the Pacific West" as submitted by Kay Voyvodich and Mark Cavagnero for reuse of the Presidio Commissary Building at Crissy Field.

The Presidio's landscape has experienced many changes over its lifetime from indigenous peoples living gently on it, to a military institution, to an urban national park that combines both natural areas and educational resources. The Altered Lands proposal expands on that history to bring a greater understanding of the changes that have occurred in our coastal environment and how our metropolitan area both built on and changed the natural world around us.

Equally important to helping visitors understand how our regional environment came to its present configuration, is the project's ability to educate them on what can be done to adapt and preserve one of the world's special places. A greater awareness of how various individuals and groups have shaped and been shaped by our region will be part of this project's mission. The proposal is broad enough to incorporate many of the themes I noted in other proposals submitted for consideration.

I believe the project team has the capability to deliver on what they described in the proposal. Although I read a number of interesting proposals, I believe Altered Lands has the scope and vision to bring a world class cultural institution to the Presidio National Park. I hope you will agree.

Karen Cleek

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San Francisco's former Commissary Site is for the most part concrete lots and buildings. It seems Presidio Trust can help bridge the history of human development (both natural and destructive) with "ecological care in action" by the creation of a Green Museum/Altered Lands project. It could include education of both earth caregivers and living demonstrations directly in contrast with this area's once toxic history. For example in the "sustainable" designated area there could be a living demonstration of how climate change is directly related to the food we eat, paper used and clothes worn. This could teach the true levels of petro used for growing, packaging and transporting things while at the same time produce (maybe some on a living roof with greywater) food and hemp organically grown without it. Furthermore include these finished products to be part of a designated year round farmers market in the same area since food supply is one of the main local concerns here. This is just one example of how a Green Museum can contribute to this incredible city.

Thank you for your time

Francesca Ciancutti

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The Presidio is an historic landmark. It is on the National Register of Historic Places. And yet there is nothing currently on the Presidio that centrally addresses the history of the Presidio. The work in progress on a heritage center at the old Officers' Club is a small but welcome beginning to remedying this glaring lack of attention to the very reason why the Presidio is appropriate as a national park.

Given that starting point for my comments, I give my first endorsement to the proposal from the Presidio Historical Association, that the Trust must do more with the former commissary building than just call for proposals and make an award to the one with the most financial resources.

The Trust has now succeeded in putting the Presidio on a sound financial basis. It is time for the Trust to take the next step and use some of its financial resources to assist with the development of a facility that centrally features the many-faceted history of the Presidio and its role in the development of the North American West and in the development of this nation's relation to the Pacific Basin.

The commissary is huge. More than one cultural institution could easily share that space. I strongly encourage the Trust to pick two or three of the most historically focused proposals and work with those groups to develop both shared facilities (an auditorium, a cafe, perhaps even a gift shop) and well as unique facilities for each group.

But the most important thing for the Trust to recognize in this process is the crying need for the commissary building to address centrally the history of the Presidio and the region.

Toward that end, please use the approach of the Presidio Historical Association as a guide to evaluating and selecting among the other proposals. The proposal from the Golden Gate National Parks Conservancy is very promising. The proposal for a New Deal museum might be modified to focus centrally on this region including the role of the Army. Several of the proposals look to environmental approaches, and that too could be incorporated into a shared space, but I would strongly encourage that the approach to the environment be one that examines the environmental history of the region, including the interaction between the natural environment and the built environment, as a starting point for discussion of other, including larger, environmental issues. Some time ago, there was a proposal for an aviation museum focused on the important aviation innovations connected with Crissy Field; I encourage the Trust to take the initiative to develop such a facility as one possible tenant of the commissary building.

This is a great opportunity for developing an historical/cultural/environmental institution that is clearly tied to the Presidio. The Lucas proposal, while highly worthwhile, does not relate directly to the history of this historic landmark; it could be located almost anywhere and be a major cultural attraction. The same is true of a commercial enterprise (the Sports Basement).

I encourage the Trust instead to seize this opportunity to create something that is more than any of the individual proposals and something that finally help to educate the public regarding this place and region.

Robert Cherny

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The idea of a Museum of the New Deal is a very appealing one, for both historic and aesthetic reasons. I can think of no better use to which this space could be put.

Morton D. Paley

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Since the days of visioneering community meetings prior to the handback of the land from the military to the community, (and subsequent when the Trust was stationed in what is now a restaurant), I have consistently supported Presidio reflecting this wonderful unique community in which we all live.

A gateway to the Pacific Century.

Some posts have noted local concerns, such as groceries; I cannot suggest taking bread from anyone's table. How about a farmer's market in a parking lot?

For use of the space for the public at large, local and visitor, I support the proposal of a site devoted to establishing and maintaining our unique local heritage of the WPA, work projects administration. No less than Victorian fantasy architecture .

(Speaking of fantasy, is Walt Disney a San Franciscan? And George already has a substantive chunk of Presidio's gateway to the Pacific. May their presences generate attention to the Presidio; + \$. )

Heigh ho.

Warmly,

Gary Gach

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Tear down the building and remove the parking lots and restore the estuary – and remove the sand build up in the existing estuary so wild-life will be able to use it. Or - If that won't happen then I suggest you invite furniture makers to work in a work shop using wood that drifts in from the Bay.

Judy Ticktin

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Ladies and Gentlemen of the Board,

The most appropriate use for the "Old Commissary" (Sports Basement) space at the Presidio would be the Park Conservancy, which has stood by and supported the Golden Gate Recreation Area for years, privately raising millions of dollars for such magnificent projects as the conversion of Crissy Field from a disused military airstrip to an environmental masterpiece.

The Conservancy has a great story to tell, and the excellent exhibit spaces (the building is not a legacy structure) can be configured in a variety of ways to allow for administrative use, display, and public interaction that would complement the other good work being done by the Presidio Trust, to amplify the story of the Presidio within the context of the GGNRA.

At present the Conservancy is separated from the Presidio, in spaces at Fort Mason. Aligning it with the Presidio at the foot of the Post beside Crissy Field would be the ideal solution.

While Mr. Lucas has done much for the Presidio, from an objective standpoint the establishment of a large museum of digital imagery would have as much relevance to the history and environment of the Presidio or the GGNRA as did the proposed Fisher modern art museum.

It would be very unfortunate to see the Presidio travel down that road again.

Sincerely,

Phil Gioia

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Dear Presidio Staff:

As long as your proposal doesn't involve reducing ANY natural parkland surrounding the building then my family and I support your mixed-use proposal for the former Commissary. No non-native trees, plants, or grasses of any kind should be used to landscape a National Park; it behooves you to maintain the wild lands as they are, and is one of your overriding responsibilities, and part of your mission statement.

In this era of vast human encroachment and climate change we need to reduce water use and encourage wildlife by maintaining what few coastal spaces are still remaining for cover, food, and reproduction.

If you have a new center that promotes conservation and youth involvement in environmental issues, but then you tear out natural area to hard scape and water roses, you will have missed the point completely.

Thank you for your careful consideration,

The LoBianco Family

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Dear Presidio Trust:

I would like to see history emphasized along with the preservation and protection of the buildings and natural environment of the Presidio, but realistically, the proposal by the GGNPC is the most viable of all of those submissions and would be a practical, constructive, user-friendly and unobtrusive choice and gets my vote as the one most ideal.

Thanks,  
Charlotte H.

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The Commissary site is ideally suited to accomplish a physical and interpretive “bridge” between Crissy Field, a wildly popular recreational area featuring acres of restored native plant communities on the brink of the Pacific Ocean, with the quieter, built area of the great National Historic Landmark District, the Main Post of the Presidio. The Commissary site, correctly repurposed, can greatly help “activate” the Main Post through specific programs linking the two distinct areas together, even as it enables a new venue to explore the future through a variety of changing and relevant programming and highly innovative technological applications.

In my opinion, the following proposals most exemplify the visionary imperatives the Commissary site requires:

**#1) Golden Gate National Parks Conservancy- PX:** *The Conservancy has the broadest, most visitor centric and integrated vision of the potential for the Commissary, supported by proven philanthropic and fund raising skills.*

Because of my respect for the Conservancy, their business acumen, their hyper-effective inclusionary modeling, their multi-year highly successful philanthropic and fund raising capabilities and the people skills they demonstrate in both their administration and all levels of management, I am biased toward the Conservancy as my #1 pick for consideration. In short, their proven track record clearly signals that any ideas they offer to enhance visitor enjoyment, public engagement, educational programming, integration of ideals for Crissy Field and the Main Post and their inherent connection to each other, coupled with their financial capabilities, will be successful.

Their programmatic outline will appeal to every user from active to passive, local and from abroad, will teach the past histories, educate visitors about the present and bring in the latest technology to inspect and interest visitors in the many environmental, societal, and technologic challenges of the future.

Because of their long and integral partnership with GGNRA, they thoroughly understand how the Commissary can physically and respectfully tie Crissy Field to the new parklands, created by the Presidio Parkway, to the Main Post - and, importantly, how this new connection will help support current and planned programs on the Main Post. The innovative idea of a physical bridge connecting Crissy Field to the Main Post will delight users of all ages and abilities for a multitude of reasons and greatly facilitate activating/accessing the Main Post.

Potential partnerships with institutions and organizations who have expressed interest in this project insure that the PX will live up to the goal of serving all visitors and keep them returning for more of the varied programs and activities. The PX, as proposed, has the ring of a truly lively community center and a dynamic venue for changing programs that will challenge, enlighten, entertain and educate the public – about the importance of place and the role each of us plays in our shared future.

With a little reach and help from some of the interested potential partners, the Conservancy plan has the real potential to become the historic and cultural equivalent to the

hugely successful Exploratorium. My only concern is that, with its very heavy emphasis on youth, that the Conservancy will overly weight active, immersive and educational programs to youth, and fail to dynamically appeal to an equally diverse, curious, and active-loving adult population. The Conservancy has the capacity to find balance. I urge them to articulate the right mix in the next round in order to achieve the goals of the Trust, the institution itself, and the expectations of the public.

The only piece of the “bridge” missing in the Conservancy plan, is a stated, firm plan to execute the long discussed and needed expansion of Crissy Lagoon across Mason Street, directly connecting Crissy Field Center and the PX, underscoring the reason for the entire Presidio’s being located where it is; the strategic adjacency to San Francisco Bay, the Golden Gate, the Pacific Ocean and the world beyond. In light of predicted sea rise, I urge that this connection be factored into the PX construction plan now as there is a real possibility that sea rise will cross Mason Street at the end of the century of its own accord, putting the PX at the edge of San Francisco Bay. To have both the PX and Crissy Field Center proximate to the water would enhance visitation and learning opportunities exponentially in my opinion. Let’s do this NOW while we can control the outcome.

**#2. KV+Associates– Altered Lands** – *This concept was the clearest about one set of values that matter greatly at the Presidio: the focus on the beautiful land, its stunning location, the forces that aligned to make it what it has been and how diverse humans have altered the land over time; how the diverse mix of green activists valued the open spaces enough to battle for years to save it; and how sustainability and stewardship can be adopted by each of us everywhere for our mutual betterment and survival.*

This concept proposes the interior space be divided in 3 parts. This, in itself seemed a very inflexible division of space to even mention. In the second round the proposer may want to rethink this formulaic use of space. KV+ also proposed 3 different teams to collaborate around ideas and stories so that all perspectives are including in relating a story. The teams would be; the Parks Conservancy, another team comprised of history organizations, collection museums and the National Park Service and the 3<sup>rd</sup> component comprised of environmental conservation organizations. This idea sounded very attractive and addresses a common experience of museum-goers who frequently wonder about missing information that could have provided much needed context. The KV+A team would lead the efforts of these diverse groups. These diverse groups would be responsible for seeing that programs were built, advertised, funded and generated income. It seemed a bit of a presumption that the proponent of the plan was not the responsible financial generator; that KV+A would act as a coordinator rather than principal for these installations and programs.

The section on Education was a bit generic and in the next stage perhaps more specifics can be fleshed out to see how they related to the Presidio, its history, the linkages between Main Post and Crissy Field and what compelling programs will be developed that will specifically attract an audience on evenings and during the week. As the Presidio is not a transit friendly location, adults will have to make a special trip, usually by car, for adult programming after work. Otherwise, adult programming may be limited to the casual drop-by visitor. Children, may be the easy and desired target, but their programming will be primarily after school or on

weekends leaving the institution quiet the balance of time unless dynamic adult programming is an important element and inventively thought out.

Funding ideas included a laundry list of ideas. More specific financial plans must be spelled out in the next round rather than throwing everything onto the wall in hopes of something sticking.

The suggestion that the Trust should fund the planning, conceptual design and building development as well as providing staffing seemed very financially efficient. It also seemed like something KV+A may want to discuss and come to agreement in principle with the Presidio Trust first, to make sure this idea is valid. KV+A also proposed leveraging the Trust expertise on how to build appropriately on the Presidio assuring an achievable, and efficiently built facility.

**#3. O'Reilly & Associates – Michael Heyman Journeys Center - *This concept seems the most personalized, contemplative, and internally focused, emphasizing how each person has and can influence change, and how we learn.***

The Heyman Center proposal intends to be a highly respectable and organized learning institution. It was my impression that the physical building held itself intellectually independent from its highly unique, and significant, geographical site on Crissy Field. I did not feel it made a strong connection to the Main Post or Crissy Field. I felt it could be placed anywhere and still be relevant to individualized learning. To fail to take greater advantage in accessing the landscape of one of the most dynamic sites in San Francisco as well as the Presidio was a bit of a missed opportunity in an otherwise compelling concept about learning and inclusion.

The programming proposal seemed all encompassing with plans to use all the elements of learning from lectures, technology, and hands-on to open mike and annual events.

The feature I particularly liked about this presentation was the mention of using benchmarks, metrics and measurable feedback, based on visitor interaction, in order to adapt to the wants and changing needs of the visitors (as does the Tech Museum). The presentation also offered a unique and commendable opportunity for students to learn about and participate in museum curating – a viable career path.

The financial element was well addressed but I would like to have more information about having “other organizations to provide some or all of the funding”. I was not sure how to interpret this and, other than the Presidio, who these other organizations might be and what they would get in return for being primary funders. The proposal suggested a number of vehicles for raising the needed capital and offered a sensible timetable for the evolution of the complete concept to come to fruition over time.

It appears this proposal leans heavily to learning/teaching of children of school age; a positive and needed focus. Conversely, I did not experience a feeling that, as a mature adult, I would be part of the target market, or that the programmatic reach might be such that it would impel me to make a special trip, at night, after work, to a location with poor mass transit to

experience a dynamic opportunity to engage, learn or do. Likewise it was not clear to me that a drop-by visitor from New Delhi, for example, would be able to completely engage.

### **Honorable Mention:**

**Chora/WRNS - The Bridge.** This was a well expressed proposal with cool intellectual elegance. Although I support the concept of such an institution, the reason I did not include it is because I believe it is too similar to the concept and work of the Institute at the Golden Gate . I also felt that it failed to be immediately relevant to the broad, diverse audience such as visits the National Park and failed to provide the glue needed to knit Crissy Field to the Main Post. .

### **Other proposals:**

- *Antenna International* and *Transmedia*: both offered services, not a rounded proposal
- *Presidio Historical Association*: presented ideas for consideration in the final selection and was not a proposal.
- *Color Foundation and Jane Clark Chermayeff & Associates*, offered elements of programs which could be viable in education but did not relate to the site, to a broad visitor experience or cross disciplinary learning that advances knowledge.
- *Organic Architect, Mycotoo, Mark Kitchell, Jerry Clairborne/Jerry Goldberg, The Living New Deal*: These concepts seemed disconnected from the site and its enormous potential and failed to make a connection between the Main Post and Crissy Field. Their focus seemed too narrow, or too specific, or just generic.
- *GO Team*: Global challenges are certainly worthy of consideration but this proposal failed to express its relevance to being in one of the most beautiful, historic locations in the west.
- *George Lucas*. While creativity and the creative process is relevant to all successful ideas, an art museum based around myth and story telling fails to provide the breadth and depth of the type of programming relevant to this specific site and to the national park. Neither did the proposal make the needed supporting programmatic and physical connections between Crissy Field and the Main Post. This is a museum that could be placed almost anywhere and would still completely overshadow its surroundings due to the fame and popularity of the proposer and the great films he has produced. But we only have one Presidio and one Commissary with its unique site, unique stories, and history and those stories need to be told here and now because they cannot be told elsewhere. Mr. Lucas is a valued tenant at the Presidio, currently occupying close to 1 million square feet of national parkland. It is my understanding that he sublets about 250,000 square feet of that space because it is excessive to his core businesses. Because Mr. Lucas's entertainment and pop culture products, especially surrounding Star Wars films, are found so compelling, it is my opinion that a vastly more appropriate place for Mr. Lucas's art collection is on his existing campus. He could provide public access to it along with a creative filmmaking museum and perhaps offer some classes at his own campus. It is my conviction that the public would be vastly more thrilled to be able to visit his art collection and related materials, inside Mr. Lucas's campus, in the heart of the Force.

Jan Blum

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Hello,

My name is Shelly Weintraub and I recently retired from being head of the History/Social Science Department for Oakland Unified Schools. I read the proposals for the Presidio. There are many remarkable ideas. I was particularly impressed with three -1) the Green Museum and Environmental Center, 2) The Living New Deal and the3) Altered Lands. What I liked best about the Altered Lands proposal is that it combined the strengths of the other two. The Green proposal suggests highlighting the environmental movement and makes a compelling case for doing so. The Living New Deal offers an opportunity to look at the past history of the Bay Area. The Altered Lands proposal seems to combine both history and the environment - making for a rich experience that includes both the general public and for students. (My audience) It also focuses on immigration - a major theme of importance to the Bay Area and California in general. Thank you for reaching out to the public to get feedback.

Yours,  
Shelly Weintraub

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Regarding: Proposal by KV+Associates in collaboration with Mark Cavagnero Associates:  
Altered Lands: How people shaped the landscape of Northern California and the California Coast

The idea proposed by KV+Associates in collaboration with Mark Cavagnero Associates to design a multitude of on-going exhibitions, programs and media around the concept of Altered Lands stirs recollections during my lifetime of the citizens who took into their own hands the environmental and land use challenge in post war Northern California. Avoiding the sprawl of Los Angeles, they shaped a different landscape. The shaping fits into the Environmental and Conservation theme of their proposal.

Citizen accomplishments, verve, and use of the democratic process is a lesson for future generations to learn and be inspired to take action. Pressure on our landscape and our city designs will always exist and citizens in the future can take account that grass roots action demonstrated in this exhibit is always appropriate to challenge inappropriate use of the land.

As the late Peter Douglas, executive director of the California Coastal Commission, warned, "The coast is never saved." Exhibits should accommodate this warning but the message developed by accumulating all of these citizen battles under one roof would emphasize the need for eternal vigilance.

Future generations enjoying the beauty and access to Bodega Headlands, as an example, or the parklands and open space in the Bay Area, never knew what "might have been" in the form of a nuclear power plant on Bodega Head, subdivisions and shopping centers where cows still graze. We have examples of what might have been in the concepts of the Reber Plan to fill in San Francisco Bay in contrast to a Bay protected by BCDC. The renderings of the proposed city on the Marin Headlands stand in stark contrast to the public open space of today, a Golden Gate Bridge away from San Francisco.

Views of San Francisco freeways built and proposed, now torn down and master plans abandoned, are classic before and after illustrations of successful citizen action representing the first in the nation to question freeway dominance of a city's landscape.

These vivid examples are just three of the Bay Area's rich lore of people saving and shaping the landscape.

An academic city planner once told me that Napa, Marin and Sonoma as a region has done the most effective job in the nation to keep urban pressure from destroying agriculture and open space. What a lesson for citizens from every town and city in the nation to witness how this was accomplished by citizen activists.

Elected, bureaucratic and CEO decision making are not always right. Our citizens now know, after 65 years, that freeways can be stopped, bays can be saved, coastlines can be protected from development for future generations to enjoy. Sprawl can be controlled, parks can be established in place of development. Urban growth boundaries can be controlled at the ballot box. Air and water quality can be improved and habitats for wildlife set aside.

Governmental institutions to plan and save the landscape are embodied in the creation of the Bay Conservation and Development Commission; also the California Coastal Commission, created by the initiative process.

The California Coastal Conservancy, county open space authorities, and a proliferation of nonprofit local land trusts constantly take advantage of opportunities to protect lands as they become available.

The history of citizen groups which created short- and long-lived organizations to address a cause provides a framework to display how the landscape was saved and properly managed.

Committee to save Bodega Head and Harbor

Save the Bay

Californians Organized to Acquire Access to State Tidelands (COAAST)

Peninsula Open Space Trust (POST)

Coastwalk

Marin Agricultural Land Trust (MALT)

Marin Conservation League (MCL)

Sonoma County Conservation Action (SCCA)

Save Our Seashore (SOS)

California Coastal Alliance  
California Tomorrow  
Citizen Committee to complete The Refuge  
Citizens for Regional Recreation  
Greenbelt Alliance  
People for Open Space  
Committee to Repeal the State Bounty on the California Mountain Lion  
Committee to Save the Sea Lion  
Environmental Forum of Marin  
Friends of the Earth  
Friends of the Sea Otter  
People for a Golden State National Recreational Area  
Committee for Green Foothills  
Triple Use Plan  
Trust for Public Land

and many more

Emphasizing the human ingenuity, tactics, politics, advocacy, lobbying, legal challenge, and organizing citizenry to action should dominate and bring the human interest attraction to the environmental conservation theme. Democracy in action from the ground up.

Citizen action and success inspires a sense of ownership of the landscape, thereby incubating a higher level of participation in our democracy.

Sincerely,  
Bill Kortum, DVM

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What an optimistic thought: a fully funded cultural arts museum as the gateway into the Presidio.

The Lucas Cultural Arts Museum looks to be not only the best alternative, but also the most likely to be successful.

Thanks, again, to George Lucas!

Regards,

Jack E. Doty

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To the Trust:

I think a New Deal Museum would be a marvelous addition to the already historic Presidio site. It and the local communities already have strong New Deal ties, and as the proposal includes recommendations on how to incorporate New Deal exploration beyond the perimeters of the site itself, would be very good for the bay area as a whole.

I believe that the timing is excellent also, as increasing numbers of Americans want and need to be reminded of just what amazing feats we and this country can accomplish.

The art, architecture, infrastructure and social programs (to name but a few) that sprang directly from the New Deal are as relevant today as they were in FDR's time. To gather together an important national collection under one roof, with all the interactive features mentioned in the proposal, would make the museum as dynamic as the New Deal itself.

While many interesting ideas were proposed, most are somewhat redundant. We bay area residents are fortunate enough to already have outstanding art museums, The California Science Center, and numerous other entities similar to those mentioned in the other proposals. A New Deal museum would be a draw for a much larger number of visitors because it would be unique in the nation.

Thank you for your consideration.

Kathleen O'Connell

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I've read through most of the proposals and would like to offer my support for the Presidio Historical Association's suggestion that you pick several of these proposals and unify the multiple tenants into a facility that can present several different thematic museums in one place...

In particular I think the Living New Deal Museum is a vital concept that needs a home and firm backing from the public to become a reality. We are living through a very sad period of whitewashing and forgetting when it comes to the legacy of the New Deal, and many murals, paintings, and architectural treasures are being sold off to the highest bidder, or lost forever. A museum ensconced in a National Park is an ideal location for presenting and maintaining a collection of the remarkable output from the 1930s.

I also think the proposal for a Green Museum and Environmental Center, with its intention to provide a multifaceted look at the complex movements that we lump together under the aegis of "environmentalism" is a very promising concept. The fact that we must look forward as much as back to understand our history and our duty to the future further underscores the vitality of this proposal. The physical environment of the Presidio facing the Golden Gate could hardly be a more appropriate locale for such a broad-ranging museum, with its hands-on science exhibits and research projects, as well as its presentation of the social movements that made it possible to even think of having a museum in the Presidio, facing a Marin headlands that is NOT covered with housing, or worse, flattened by explosives to make for a more easily urbanized landscape (as was once proposed!).

My preferred outcome would be to see a Living New Deal Museum alongside a Green Museum and Environmental Center. The enormous interventions carried out by public works programs in

the 1930s under the New Deal can be both an inspiration and a cautionary tale alongside a well-presented history of our growing awareness of the planet as a whole, our role as one of many species here, but crucially, our extra responsibility for intelligent self-management of biological and ecological systems going forward...Thank you!

Chris Carlsson

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Apropos the National New Deal Museum -

I greatly like the idea of a National New Deal Museum in the Presidio. It seems like a match made in heaven, so to speak, and it also feels like a perfect fit for San Francisco a city that embraced the goals and ideals of the New Deal and literally put them to work. San Francisco is rich in New Deal history, lore, legend, art and more. A National New Deal Museum in the Presidio is a great place to tell the many stories about the New Deal and to weave them together in a kind of tapestry.

The timing for such a museum in San Francisco seems propitious. I think that interest, curiosity, and fascination with the New Deal will only grow with time as the nation is increasingly challenged by social upheavals and as the need for brave new government and private responses mounts. I wholly endorsed the proposal for the National New Deal Museum in the Presidio. It is well thought out and covers all the bases. It's an idea whose time has come, and will add to San Francisco's reputation as a place where trends and movements and ideas begin.

Thank you,

Jonah Raskin

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Dear Presidio Trustees:

Thank you for sharing proposals for the commissary and inviting comments. I appreciate the range of proposals, and urge you to consider a unique opportunity to create a national resource encompassing an unparalleled breadth of creative national achievement under the most daunting conditions. As we contemplate transition to a viable economy that is more equitable and empowering for all Americans, especially those most impacted by the malfunction of the current untenable system, as well as one that best conserves natural resources, and revitalizes essential infrastructure and civic and cultural resources, it is vital to that we not only envision such a future, but know from historical experience that it can be done, and how it can be done. What's more, in an era when education is increasingly narrowing it's focus to technical study, a National New Deal Museum can not only demonstrate successful application of technology for the broader social and environmental good, but can point to the invaluable contribution of an artistic renaissance in understanding our culture, and inspiring us to do better. You can see to it that our best lessons are never lost.

Sincerely,

Dale Becknell

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Dear Presidio Trust Board Members,

Thank you for enabling sixteen (16) new ideas to redevelop the former commissary at Crissy Field. The Presidio is a national treasure and a world class location that visitors and residents alike enjoy.

I have reviewed the proposals listed on the website and the Lucas Cultural Museum stands out as the most promising proposal for the following reasons:

- Mr. Lucas has a long and successful track record in culture and business. The proposal reflects well-reasoned scenarios to ensure the integrity of facility design, diversity of audience, and long-term funding.
- George Lucas is a world-renown brand. People from across the globe are familiar with the name so the development has a high probability of success. The museum will enjoy built-in marketing and branding that will attract visitors, facilitate other Presidio projects and complement other Crissy Field attractions.
- Mr. Lucas is a generous benefactor for Bay Area causes. He has consistently demonstrated his commitment to community through his philanthropy. The Lucas Cultural Museum is an extension of this generosity and commitment to the San Francisco Bay Area. The museum plan includes creative ways to engage the community, especially youth and the under-served.
- Lucas Cultural Museum belongs in San Francisco and at the Presidio. The Lucas Film Letterman Digital Arts Center has helped invigorate the Presidio. The Lucas Cultural Museum will provide similar benefits at the former commissary site.

In closing, it is important the Trust balance highest and best uses with fiscal and financial responsibility. The Lucas proposal is one that is funded and endowed. It has an experienced board composed of people with the "know how" to get this project built and properly managed.

I strongly encourage the Presidio Trust to shortlist this proposal for final consideration.

Sincerely,

Kim Winston

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1. Audio/Media tour provider
2. Chora/WRNS The Bridge/Sustainability Institute
- 3.
4. Jay Claiborne/Jerry Goldberg

- a. Presidio Regional Center
- 5. Color Foundation
  - a. The Color Lab
- 6. The GO Team
  - a. Global Observatory
- 7. Golden Gate National Parks Conservancy
  - a. Presidio Exchange
- 8. Jane Clark Chermayeff & Associates
  - a. PlayLabs
- 9. Mark Kitchell History of the environmental movement
  - a. Green Museum and Environmental Center
- 10. KV+ASSOCIATES in collaboration with MARK CAVAGNERO ASSOCIATES ARCHITECTS
  - a. Altered Lands
- 11. The Living New Deal
  - a. National New Deal Museum
- 12. George Lucas
  - a. Lucas Cultural Arts Museum
- 13. Mycotoo
  - a. The Innovation Center
- 14. O'Reilly and Associates Museum Planning LLC
  - a. Michael Heyman Journeys Center
- 15. Organic Architect
  - a. Crissy Field Cultural Center
- 16. Presidio Historical Association
  - a. History Center of the Golden Gate
- 17. Transmedia SF
  - a. San Francisco Media Technology Center

M.A.Miller

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Seventy-nine years ago, there was hope that future generations would come to understand and value the lessons of the Great Depression era through the art that was depicting the New Deal work programs, specifically the Civilian Conservation Corps (CCC)...

“While the average layman might not enjoy most of these pictures I feel that the time will come when the entire group will be regarded as a most important record of the aims and aspirations of this exciting period.”

Edward B. Rowan, August 4, 1934

Edward B. Rowan was the Assistant Technical Director of Treasury Department Public Works of Art Program and brilliant administrator of the Civilian Conservation Corps (CCC) art program.

The CCC was the first and most successful of the New Deal work programs. It is recognized as the greatest conservation movement in American history...yet the CCC art is all but forgotten.

Please support the National New Deal Museum.  
Kathleen Duxbury

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As a teacher and an artist, I am inspired by George Lucas's vision of providing a grand space for art and for bringing something very special to inspire the minds and hearts of youth, parent's, grand parents, artists, art lovers & more.

I often think if I had money, what would I do with it? George Lucas has answered this question, and I am grateful for his knowing of what is needed in this world and thankful he can provide this Cultural Arts Museum for all to be inspired towards greatness. I agree one hundred percent with the plans and vision Mr. Lucas has for the Lucas Cultural Arts Museum.

I teach a youth program called The Peace School, lessons for youth and their parents, a program and book I've developed from twenty years of teaching value education in spiritual centers, woman shelters, summer camps, yoga studios and preschools. I've learned nothing is more important then being inspired to be greater then you already are.

I admire the works of artists Winslow Homer, Wyeth, and other masters of their craft and plan on visiting the museum often. I say a big YES to this project. Only YES.

I know Lucas Cultural Arts Museum is to become a most valuable place for youth and all people who visit in the years to come. I am grateful. I say thank you George Lucas for a new place that brings beauty, nature, art, and fellowship for all.

Linda Rose Teacher/artist

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Below are my comments on the responses to the RFCP for the commissary building by the Presidio Trust. I am pleased to participate in a process that has tried actively to engage the public in this important endeavor.

In the way the Presidio Trust has begun development of ideas for repurposing the former Commissary building, it has cast a wide net. It has shown much desire to enhance visitor experience and to educate the public that will visit the Presidio over the years. By consulting with Dr. Brent Glass about the site and by thinking of the Commissary as part of a comprehensive picture, the Trust has been working toward a program that would allow the public to explore the Presidio on many levels. It has shown how much it cares about the importance of the Presidio to the Bay Area, California, and the nation. The Trust has stimulated a variety of responses to its general goals, several of which recognize how important and special the Presidio is and how important this site.

In concert with the Visitor Center, Heritage Center, and outlying cultural and natural sites, the future Commissary building can make a major contribution to a Presidio of significant national importance.

The Presidio Trust has identified the following goals for the project:

- Enhance visitors' experience of the Presidio.
- 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.
- Be compatible with the natural and cultural setting along Crissy Field and San Francisco Bay and conform to the Trust's Mid-Crissy Area Design Guidelines and LEED requirements.
- Complement current uses and activity in the Presidio, and integrate well with plans for Crissy Field and the Main Post.
- Welcome a broad cross-section of the community in a manner that reflects and reaffirms the public nature of the Presidio. Be transparent and active in engaging the community.
- Be economically viable.

These general goals gave good direction to the responders and give guidance to those of us evaluating their proposals.

We have an example of previous process of this kind:

Fort Mason Center grew out of an RFP that generated four major responders who had comprehensive ideas. Those with smaller ideas attached themselves to one or more of these responders, creating teams. With a lot of public input one team was chosen and a successful project commenced.

I classify the responses for the RFCP as follows: big ideas with promise; smaller ideas that could add to one or more of these promising ideas; proposals that are insufficient; and the elephant in the room

1) A few large proposals have ideas of great value. I wish that all in this group could collaborate to develop the site because together they are wonderfully strong.

a) The Golden Gate National Parks Conservancy has submitted a comprehensive proposal. With their track record of fundraising on behalf of the park, \$250 million from inception to now (3/20/13), I have no doubt of their ability to develop an economically viable project. They have a broad outlook, a fine sense of the value of the setting of the Commissary building, and a lively, ambitious range of programs, exhibits, and events. Their goals are compatible with hopes for the reuse of the Commissary, with these caveats:

I see a great deal of information about how programs would reach and interact with a diverse public but insufficient information about what the Conservancy considers to be the core messages that should be brought forward at this site. Because the Visitor Center and Heritage

Center have relatively small display areas, it seems that a number of core themes will have to be displayed or demonstrated at the Commissary site. The Conservancy plans to draw upon the expertise of many organizations with a wide variety of interests that should provide this information. However, until more is known about the content of what should fit into this site, it seems premature to propose cutting the size of the building in half.

The emphasis on programs for young people is commendable, but for a full range of understanding and broad financial support, it would be well to think more about how programs and exhibits could also appeal to and educate adults.

b) Altered Lands has the most coherent statement about the content of the programs, exhibits, and events that could take place at the Commissary site. The proponents put the content, the function, ahead of the ways in which it would be presented, so that while architectural and land use suggestions are given they do recognize that form follows function. The content is inclusive, and encompasses environmental conservation, core elements of our national history affecting and affected by the Presidio, and the innovation and technology that illuminates the past, celebrates the present, and looks toward the future. The plan rightly points away from a collecting museum.

c) An early paragraph in the proposal for the Michael Heyman Journeys Center points to one of the most important things that can happen at this site on the Presidio: Traditionally, when the story of America's history is told there is an implication that the western region, specifically California, was a vast unknown territory with unidentified, indigenous people. In addition, the story of America is told with Philadelphia, Washington DC, Virginia and New York at its center ("east coast centric") and the "west" was not considered seriously until "easterners" moved "West" in search of a better life, land, and for gold. Scholars, educators, and filmmaker Ken Burns have strived to correct this myopic viewpoint. But many Americans still don't realize the full story of California and its relationship to not only the whole of America but to the Central and South Americas, Asia, and the rest of the world, both historically and currently.

The developers of this proposal want to bring people, including students and teachers in. Importantly, they also want to send exhibits out. They pay attention to innovation and what it has meant to the Bay Area. They propose interactive approaches with visitors.

However they seem to have less understanding of the natural world of the Presidio which should have a primary place at this site. The funding also appears to be too dependent on the Trust.

2) Some smaller proposals could well enhance the work of whatever organization takes the lead in developing the site: the widely used and experienced Antenna International, the Color Foundation, and Presidio PlayLabs. Perhaps some of the ideas of The Green Museum could find a place.

3) Some organizations brought forth good ideas but they do not fit what needs to happen at this site:

Chora's ideas of sustainability are important, but much of their proposal seems to repeat themes and projects of the Institute at the Golden Gate. The Presidio Regional Center, the New Deal Museum, Organic Architect, and Transmedia sf are not responsive to several of the goals of the RFCP.

The goals of The GO Team are not specific enough to the Presidio. Mycotoo does not know that the people who come to this national park are not "guests"— they are visitors to a place we all own.

4) The elephant is the George Lucas proposal.

It is economically viable, indeed. But most of all it is not responsive to “Enhance visitors’ experience of the Presidio.” It also does not meet several of the other criteria, including offer cross-disciplinary programming, complement current uses and activity in the Presidio and integrate well with plans for Crissy Field and the Main Post, and being transparent and active in engaging the community. Rather than being special to the Presidio, it could go anywhere.

If this proposal is allowed into the next stage, there should be consideration of an entirely different RFCP so that many different kinds of cultural institutions equally unrelated to the Presidio would feel it worthwhile to respond. Also, the time and work of Dr. Brent Glass will have been wasted. When I hear from people in the community who are following this process with interest because their attention was called to it by Lucas' self-promotion, they draw nasty comparisons to the Fisher museum debacle. Please, let's not have that again! The kindest answer next to a "Yes" is a quick "No."

The Presidio Historical Association, while not making a proposal, made several good comments about the subject content that should occur at this site, and how this site could relate to the Visitor Center and Heritage Center.

Two other general comments: I hope that in the next round proponents will have some ideas of how they will deal with climate change and rising sea level. The building is close to the shore and it would be well to factor this proximity into consideration. Also, there is a lot of emphasis on food service in several of these proposals. While I understand the economics of the project can be improved by food service, I hope that it will not be a major feature of this unique and important site.

Thank you to the Trust for shaping an open process for this important project.

Amy Meyer

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After reading through many of the proposals for use of the area now known as 'Sports Basement' at the prime location at Crissy field I think that a history museum with various exhibits could complete the story of our American heritage.

The East Coast of the United States has many institutions that bring to Americans knowledge and understanding of our history, heritage, and democracy.

The Presidio, a national park, could complete our story by illustrating to not only Americans but to the many travelers from other countries just how long a history we do have. It begins much earlier than the Pilgrims and Puritans of the 17th Century movement to the East Coast of America.

I think that the concept of completing that story in this beautiful national park on the West Coast where that early history began with the indigenous peoples, Spanish, early explorers, the founding of the Presidio in 1776, its uses during world wars of the 20th Century etc etc etc is an exciting one that would attract school children, adults, travelers and many others from around the world to this beautiful area of our country. We could make a significant contribution to the completion of that story of our American history, heritage, and democracy.

I am a resident of San Francisco who lives very close to the Presidio and I have a keen interest in the development of this beautiful national park. I urge you to continue the task of making this park an international destination. A history museum would be not only exciting but appropriate.

Thank you for your consideration.

Patricia Daugharty

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I like the idea of the Green museum. It's so important.

Thanks.

Rob Althouse

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I am not surprised that the proposal by George Lucas is controversial. The land he proposes to use is one of the world's most beautiful within the city limits of one of the world's most beautiful and vibrant cities. However being close as it is to the population of the Bay Area, it will need to have public access. That is right and reasonable.

I believe one of the most important achievements of the present day world is what Mr. Lucas has always been interested in and has made historic advancements towards and that is: communication. The amazing accomplishments of digital technology and its emphasis towards better communication had its beginning right here in San Francisco and the Bay Area. Let's take pride in that and hope that his proposal will be granted permission and encouragement to stay at its birth place. Thanks, Mr. Lucas

Gene Ramey

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My vote is for the Green Museum. Is there anything more important to the human race than climate change? To have a landmark in the Presidio which inspires environmental activism would be an incredible draw, and the after-effects could be tremendous. The only environmental activism story our children are exposed to is The Lorax. A Green Museum which shares the stories of a few people who affected major change for the good off all? Let's embrace this idea! There is such potential for good here...

I'm strongly in favor of the *Lucas Cultural Arts Museum* proposal for the following reasons:

Fourteen years ago, the *Presidio Trust* took the bold and risky step of replacing the old, empty and outdated Letterman Army Medical Center with a new campus more compatible with the Presidio historic architecture and mission. After a lengthy competitive process, the *Trust* partnered with George Lucas to bring about a new and exciting vision for the 23-acre site: The *Letterman Digital Arts Center (LDAC)*. Today, 8 years after its completion, the LDAC site is visually, aesthetically and functionally, a resounding success. The additional acres of landscaping alone are extraordinary. In my view the LDAC project has turned out to be a model of how the often differing priorities and perspectives of preservationists and commercial interests can find common ground. In a very real sense, the public trust vested in the *Presidio Trust* and its board was incredibly well served by the LDAC project.

I have every confidence that the proposed *Lucas Cultural Arts Museum* will turn out to be as successful as the LDAC. It is visionary and entirely in harmony with the proposed site and the Presidio as a whole. Further, in myriad ways, George Lucas has demonstrated beyond any shadow of a doubt that not only is he a visionary genius, he is also a public figure of great integrity and philanthropic generosity.

As I understand it, the proposed LDAC will be fully funded – and just as importantly, endowed - by Lucas. Unless I'm missing something, none of the other proposals are accompanied by anywhere near such concrete financial commitments. That fact alone I find powerfully persuasive in favor of the *Lucas Cultural Arts Museum* proposal..

Anthony Turney  
Past Deputy Chairman  
National Endowment for the Arts

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I am writing to recommend that the former commissary be dedicated, in its entirety, to a historical museum and visitor center focused on the Presidio from the time of its earliest known uses by indigenous peoples, to its current role as a national park, historic site, and community of homes, businesses, and non-profit organizations.

I agree with the Presidio Historical Association that the Trust's selection of the former Director of the Smithsonian Museum of American History to advise on "educational and interpretive possibilities at the Commissary" suggests that the Trust is at least considering "appropriate museum uses and sponsors for this location." In its letter the PHA goes on to suggest partial re-use of the former commissary for "museum-type activities." While laudable, this is not the highest purpose nor best use for the former Commissary. Rather, there are strong arguments for

dedicating the *entire* former Commissary – including any additions it may require – to use as a Presidio museum and visitor center:

1) Although the PHA argues that additional museum space be accommodated on the Main Post, historical preservation demands that the Main Post's buildings be preserved in their original state to the greatest extent possible. Such preservation restricts the amount of space available for using Main Post buildings as a museum.

2) The PHA further argues that the Main Post is “close to both the transportation terminal and the most historic sites of the Presidio.” However, the former Commissary is also close to transportation and near historic sites such as Crissy Field. Shuttle busses, San Francisco Municipal Transit Authority buses, private vehicles, bicycles, walking tours, and other means of entering, leaving, and moving around the Presidio may easily be routed to it. In addition, the former Commissary's location is of sufficient size to accommodate more transport access than the Main Post.

3) The Commissary is a relatively late addition to the Presidio's built environment. It has always been used as retail space and is of minor historical significance. Better to transform it into a museum, with all the necessary safety, convenience, and access features that a museum requires, than to make system and safety alterations by retrofitting a Main Post historic building. The latter would require significant changes to structures in which historic figures lived and worked and historic events took place. This would render those structures more modern and less similar to their state when they were historically used, thereby diminishing their historical value.

4) The former Commissary is large enough to house a museum / visitor center – a historical reference archive and educational facility capable of informing visitors about the Presidio's history. To be accurate, this history must be complete: from the area's use by Native Americans and the earliest non-native settlers and missionaries, as a Spanish outpost, a nineteenth century defensive fort, and a twentieth century army base and training center instrumental to America's roles in the Second World War, Korean War, and Cold War. The Presidio's concomitant position as an essential part of San Francisco life must also be presented, not only as a place where tent housing was provided for families displaced by the 1906 earthquake and fire, but as a longstanding source of economic, social and cultural contributions which today are being strengthened through a host of new residential, business, non-profit and social welfare facilities. A Presidio museum located at the former Commissary could tell these stories in their entirety and refer visitors to specific historic sites and structures for further in-depth exploration.

There are significant opportunity costs to using any historic Presidio building in a manner that varies from its original purpose. Although the Trust is to be commended for its success in making the former Presidio economically self-sufficient, modernization of historic buildings and grounds risks the Presidio's devolution into an urban park. Such an outcome would be not only redundant, given the number of parks that San Franciscans and visitors now enjoy, but an affront to the people and institutions responsible for the Presidio's distinguished history. Use of the Commissary to house a museum and visitor center would enable the Trust to not only protect more original buildings, but fulfill its mandates to educate and inform the public about the Presidio's illustrious history.

Dr. James Forcier

As a more than 40 year resident of San Francisco I am writing in support of the proposal Altered Lands proposal by KV+Associates with Mark Cavagnero Associates.

The first question to be answered about any of these proposals is why does it belong in the Presidio? An art gallery, an institution to study cities, an innovation centre, a place to learn the history of the New Deal--all worthy ideas but why locate them in the Presidio?

Of all the proposals only Altered Lands is site specific. This centre would establish a cultural institute to help understand three major ideas including how the west coast has been impacted by humans, in positive and negative ways. Where better to tell the story of west coast immigration than within sight of Angel Island? What place is more suited to the story of saving San Francisco Bay and the creation of GGNRA than on the land where those battles were fought? And is there a spot more exemplary of sustainability and stewardship practices than the Presidio?

The subject matter to be explored in the proposed centre is certainly world class, a criterion for inclusion in the Presidio. The topics to be addressed are both important and, again, site specific. Human migrations, environmental conservation, and sustainability and stewardship.

The team behind this idea bring a great depth of local and Presidio experience. Kay Voyvodich was the Presidio's first Cultural Program Director, Kathleen McLean was director of the Center for Public Exhibition and Public Programs at the Exploratorium, Barbara Henry was Director of Education for the Oakland Museum, and architect Mark Cavagnero just completed the San Francisco Jazz Centre. You won't find a more qualified group.

My vote goes to Altered Lands which belongs in the Presidio and nowhere else.

Submitted by Dianna Waggoner

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George Lucas's proposed Cultural Arts Museum is in harmony with the stated mission of the Presidio Trust to be "an urban national park that celebrates history, environment, and community, and that honors the Presidio's legacy of service."

Lucas' proposal to both fund and endow the Cultural Arts Museum reflects a spirit of civic service that is emblematic of San Francisco and supports Presidio Trust's intention to bring together "funding and expertise from government, the private and non-profit sectors, and the philanthropic community."

The Cultural Arts Museum is a good fit for the Presidio National Park and is clearly a win-win situation for all San Franciscans who have regular access to the Presidio and for the thousands of visitors who come to San Francisco expecting it to be a transformative experience.

Felipe Sanchez Paris, Professor (Retired), Public Policy Administration

The Right Reverend Otis Charles, Episcopal Bishop (Retired)

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What this country needs is a Museum that honors the New Deal Era, and what a better place for this than the Presidio. How our nation addressed the economic devastation of the 1930s is nearly miraculous.

A National New Deal Museum would keep this vibrant history alive in our cultural consciousness, and would be of interest to children and adults for generations to come. This museum is an excellent choice for the site of the former commissary.

Sally Nelson, Berkeley

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Please consider the following comments on the Commissary Project Proposals.

Of all the proposals, the following seem to me to express ideas that would be most appropriate for the Commissary site:

The Bridge/Sustainability Institute

Presidio Exchange

Green Museum and Environmental Center

Altered Lands

History Center of the Golden Gate

The following proposals seem to be inappropriate for siting within the context of the Presidio:

The Presidio Regional Center

The Color Lab

Lucas Cultural Arts Museum

Crissy Field Cultural Center

San Francisco Media Technology Center.

Please consider the following suggestions:

-Glean the very best ideas from all of the suitable proposals and further refine the design concept criteria.

-Develop a short list of finalists and solicit from them a second round of proposals to meet the refined criteria.

-Engage the public in continued input throughout the proposal process.

Most sincerely,

Matthew Zlatunich

Presidio Stewardship Volunteer

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Dear Presidio Trust Board of Directors:

Several people have eloquently expressed the many reasons why the Lucas Cultural Arts Museum is the best concept for the Presidio. I fully agree with their statements that articulate the substantial cultural and educational benefits and will not repeat them. Instead, I would like my comments to highlight the important environmental benefits.

The Lucas Cultural Arts Museum concept is consistent with the directions and components outlined in the Mid-Crissy Area Design Guidelines, the Presidio Vegetation Management Plan (VMP) and the Presidio Trust Management Plan (PTMP). The Lucas design concept incorporates Mid-Crissy Area Design Guidelines to achieve the aesthetic, technical and functional aspects of the landscape desired by the Presidio Trust.

The design concept for the Lucas Cultural Arts Museum not only presents, it incorporates, elements in some of the other proposals. For example, the Lucas Cultural Arts Museum will implement “technology, techniques and trends involved in combating climate change and creating a sustainable society” instead of just displaying information about them in a museum.

The Lucas Cultural Arts Museum concept will fulfill desires people expressed in their comments on the proposals (underlined headings below) and simultaneously adhere to Mid-Crissy Area Design Guidelines and PTMP Planning Guidelines (listed under the headings with page number in the Guidelines). Quotes from the Lucas proposal present how the desires of the public and the Presidio Trust will be achieved.

#### Low Impact Development (LID) and Sustainable Design Features

The Lucas design will implement “appropriate, innovative and effective approaches to reduce flood damage throughout the expected life of the facility (page 23) and will “reduce the visual impact of parking” (page30).

“... an underground, 350 car garage will allow the required parking for the museum to be unobtrusive in

the landscape and serve as a means of elevating the secure galleries above the flood tide elevation.” (Lucas proposal)

The Lucas design concept will “implement sustainable design, maintenance and water management practices in new designed landscapes, including the use of native and drought tolerant plants to minimize the need for irrigation” (page 27). It will also “use permeable pavement, bioswales or other on-site stormwater management strategies to reduce runoff” (page 30).

“The terrain will also be contoured to create and support an ecologically appropriate stormwater management system. Bio-filtration features and native plant rain gardens will characterize this green infrastructure element.” (Lucas proposal)

#### Restoration and Enhancement of Natural Resources

The Lucas design will “restore remnant natural systems” (page 20) so the project site is visually and physically connected with the Crissy Field shoreline. It will “take measures to contribute to the ongoing health of the Crissy Marsh by using on-site stormwater detention systems to minimize runoff and maximize groundwater recharge, planting predominantly native plant species in new landscaping, and restoring native habitat, as appropriate”(page 21).

“... a regenerated native landscape buffer zone is proposed for the northern edge of the site along Mason Street to integrate the museum setting with fluid forms of Crissy Marsh.” (Lucas proposal)

“All new landscape typologies will be designed in close coordination with the latest Presidio Trust standards for native and adaptive plant species.” (Lucas proposal)

#### Trails System that Encourages and Supports Outdoor Activities

The Lucas design will “create safe, inviting, and accessible pedestrian and bicycle access “(page 30):

“A new network of trails will provide strong visual and physical connectivity between the Main Post, the museum, and Crissy Field.” (Lucas proposal)

“One of the museum’s terraces will be accessed directly from public trails.” (Lucas proposal)

#### Places to Enjoy the Natural Resources and Views

The Lucas design will “preserve views from the Main Post toward Crissy Field, the Bay and Golden Gate” (page 23). It will also create trails and outdoor spaces that focus on the spectacular views of Crissy Field, San Francisco Bay, and the Golden Gate Bridge.

“A new network of trails will provide strong visual and physical connectivity between the Main Post, the museum, and Crissy Field.” (Lucas proposal)

“... glazed north facing façade that will allow natural light into the public spaces and a view of the bay, park, and the Golden Gate Bridge from inside the museum.”

“The proposed outdoor terraces of the museum should provide sweeping views of the Bay, the Golden Gate Bridge, Alcatraz, and Angel Island, as well as foreground views to Crissy Field and the Marsh.” (Lucas proposal)

George Lucas is doing more than proposing a museum concept. Lucas is offering a gift to the Presidio Trust, San Francisco and the entire Bay Area that provides a multitude of cultural, educational and environmental benefits. I believe the intention behind his offer is genuine. Lucas really does believe “that education is the single most important job of the human race” and wants to participate in education at a very high level, especially since he can. The pieces in his magnificent visual art collection will be his teaching tools and the museum will be his school.

Thank you for providing me with the opportunity to express my support for the Lucas Cultural Arts Museum. I sincerely hope that you accept the gift that Lucas is offering to all of us.

Best regards,

Georgia McDaniel

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17 April 2013

The Presidio Trust

Ladies and Gentlemen:

Many years ago, the first planning for the Presidio as a National Park was organized by William Penn Mott, recently retired Director of the National Park Service. I had the privilege and burden of being an active member of Mr. Mott’s planning team, to which I had been called from my position as a naval-history museum director.

William Penn Mott and his associates had a clear vision for the Presidio, which is an historic site of national and international significance. Their vision required a major historical museum and interpretive center to bring in state, national, and international visitors and lead them into the Presidio’s -- and the West’s and the broad Pacific’s -- diverse experiences, both historical and modern. Only with such a facility would the Presidio become a true National Park, with the main parade ground as its centerpiece.

William Penn Mott died before he could see his vision become reality, and with his death the vision faded from the view of the Presidio’s caretakers, but that vision is as valid today as it was when he led the effort to achieve it.

The organization and financing of such a museum and interpretive center can not and should not be solicited from the general public in the manner of a solicitation for a new shopping mall. It is the obligation of society as a whole to create such significant public cultural and educational institutions. In this case, the appropriate instruments of our society are the National Park Service

and the Presidio Trust. They must lead the effort both with organizational skills and financial resources.

That public institutions must lead does not mean that they must act alone. They should enlist a wide range of private institutions and individuals to take part in many aspects of the planning, financing and implementation, and those institutions and individuals should have a real role in every aspect of the work. In time, the private sector may come to carry much of the organizational and financial burden, but this sector can not and should not lead from the start. The necessary structure exists in the Park Service and the Trust; it does not yet exist in the private sector, nor can it be conjured into existence in an instant, as proposed by the request for proposals for the Commissary building.

In the brief time William Penn Mott had to work on the Presidio planning, the leadership group he had gathered already realized that the Commissary would be by far the best location for the necessary history-museum complex. Should the opportunity offered by the Commissary be lost, there would be no other reasonable alternative short of costly construction on a large scale.

It is time for the Park Service and the Trust to change the planning process from one of requests for outside proposals to one of integrated planning led by those two public entities but providing for significant input from private groups and individuals to plan for the best uses for the Commissary for the benefit of the broadest state, national, and international visitorship far into the future of this grand National Park.

Sincerely,

Edward Von der Porten

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There seems to be a lot of enthusiasm for the Lucas project and I can appreciate that, given the artwork at his disposal. I would love to see such a museum but feel it has little to do with the Presidio and would do just as well elsewhere. The ALTERED LANDS proposal seems to speak to “place” and addresses the forces of transformation that bridge the history of the Presidio with current issues in a way that actively engages the public and creates a context for creating an even brighter future. Honoring the legacy of the Presidio and its evolution into a vibrant public resource seems to make more sense to me.

Brian Narelle

Rohnert Park CA

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Dear Madam or Sir:

The Planning Association for the Richmond (PAR) has reviewed the Presidio Trust's planning process for future uses of the former Commissary site on Mason Street and offers the following comments on and suggestions for it.

PAR agrees with the Trust's vision of a site that becomes a cultural institution that inspires, excites and educates the public in Presidio history, its natural setting and landscape, cultures and people. As the Trust has now attained financial self-sufficiency, the long-awaited goal of interpreting the Presidio's history and culture to the public should move into a new phase.

PAR also reviewed draft portions of the National Park Service's Presidio Interpretive Plan (PIP). While PAR's Board of Directors may comment on it separately when it is formally published, in the meantime PAR suggests the Trust utilize the PIP as a template to compare the proposals that will be submitted by the finalists it selects.

Besides requiring financial viability, the PIP specifies at least six sets of criteria that can be used to assess and compare the proposals that will be submitted by the finalists. Those criteria are consistent with and closely mirror the six goals and values expressed in the RFCP:

1. The proposal should present and interpret the military legacy of the Presidio.
2. It should express and exemplify the Presidio as a cultural crossroads in the nation's history.
3. It should be compatible with the natural setting and systems of the Presidio.
4. It should welcome a broad cross-section of the community and reaffirm the public nature of the Presidio as a national park.
5. It should relate to the unique and ongoing story of the Presidio's transformation from Post to Park, and it should examine lessons to be learned for the future.
6. It should encourage a coordinated approach to interpretation that pools resources, collaborates to target audiences, and fills gaps in interpretive programming.

Because of the size and prominence of the Commissary site, PAR recommends that proposals selected as finalists all be required to demonstrate both financial viability and the capability of meeting all of the criteria specified in the PIP.

PAR looks forward to the Trust continuing to conduct the procurement process in a fair and transparent manner. We hope you will consider our suggestions for using the PIP for the remaining portions of the procurement process.

Thank you for this opportunity to review and comment on your planning process!

Sincerely,

Raymond R. Holland, President

Planning Association for the Richmond (PAR)



## OFFICE OF THE GOVERNOR

April 24, 2013

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

Dear Board Members:

I am writing to express my support for the proposed Lucas Cultural Arts Museum at the former Commissary site near Crissy Field. I understand that you have received a number of proposals for this site, all of them worthy in their own ways. However, there are several aspects of Mr. Lucas' proposal that make it stand out as the best possible use of this space for San Francisco, the Bay Area and California.

George Lucas is one of the world's best-known storytellers and one of the great Golden State icons of my generation. His name alone will draw a large number of tourists to the site.

Furthermore, the proposed location is most appropriate to the museum's theme, which relates visual and narrative storytelling to the development of technology. As a leader in the digital arts and the home of a renowned arts community and the hub of worldwide technological innovation, San Francisco is unsurpassed as a place to build the proposed Cultural Arts Museum.

Lastly, Mr. Lucas has committed nearly one billion dollars of his personal wealth to this project, including \$300 million for construction and a \$400 million endowment for future operating costs. For the region and state, this means substantial job creation both in the immediate and long-term, at no cost to the taxpayer.

In short, the Lucas Cultural Arts Museum will be a cultural jewel and a tremendous economic boon to the city, state and region. For these reasons I offer my wholehearted support of this proposal.

Sincerely,

  
Edmund G. Brown Jr.

cc: George Lucas  
Angelo Garcia, Lucas Cultural Arts Museum

## COMMENTS POSTED ON FACEBOOK



Terry Keim

The three proposals that have gone forward encouraged a closer look at the Presidio Exchange proposal and it seems to match the Presidio's next phase of focussing more on it's own history and values. The use of the PX brand is nice connection to that history. The plan is flexible enough, and potential exhibits temporal enough, that the threat of earthquake or tsunami isn't as much of a concern. Military posts/bases and National Parks have become our nation's long term memory bank. Remembering 1906, when earthquake evacuees ended up on the Presidio, makes us realize why open space is maintained. The P EX proposal provides for open space and for exhibits about the Presidio's history.

Reply · Like May 1 at 11:08am

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Patty Gee Phleger

I am writing to express our strong support for the Altered Lands proposal for the Presidio Commissary. As a life-long San Franciscans we grew up enjoying the area's breathtaking natural beauty, and our love for the area has grown in recent years watching it make the transition from army base to become a vibrant community space. I have reviewed all the proposals for the Commissary and believe firmly that Altered Lands best reflects and respects what makes this place special.

Although there are many good ideas in the other proposals, Altered Lands is the only proposal option that includes exploring the depth of history the Presidio offers and looking into the future. It is also directly and specifically responds to each of the criteria in the Request issued by the Trust.

Many of the stories and themes suggested in Altered Lands a...re relevant to the Presidio, so it permits this extremely qualified proposal team to apply the You Are Here model of story exploration, and at the same time, could offer programs in the venue itself that look outward past this region and that examine these same ideas. This would offer a destination like no other on the west coast - or anywhere else in the country to my knowledge. Altered Lands is a concept that fits the Presidio like a glove and can only be told at the Presidio.

If this "institution" becomes a meeting place and commons for outdoor enthusiasts, it will be an unusual destination in that it can launch visitors into interactively exploring the Presidio while learning about western history, and considering our own future. These are serious subjects but if presented to both kids and adults in ways that will make learning fun, this will be a winner.

We already have a lot of museums and science centers in the Bay Area. Let's not reinvent what already exists. Let's keep the Presidio the jewel that it is by offering ideas that are both world class -- and site-specific, and Altered Lands does just that.

Patty and Michael Phleger.

Reply · 1 · Like April 23 at 3:08pm

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Terry Keim

The Altered Lands proposal notes; "Visitor traffic will be high..." I'd like the Presidio's key value of being a sanctuary of solitude to be considered in any proposal. I think this is a great idea, but could be toned down and incorporated into a less heavily/over-interpreted museum about the site itself. There are lots of institutions and museums doing what Altered Lands envisions, with the added benefit that they are doing them in a dispersed way across the land, vs congregated into the fairly small space of Chrissy Field. SF itself is not that big of a place and it already does have lots of science and art museums. Altered Land is more of that from what it sounds like.

Reply · Like · April 24 at 9:42am

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Alexx Mightty · Top Commenter · Surrey, British Columbia

Very much I agree with the comment and really that is up to the task.. thanks great visit to the site.. <http://www.etextloans.co.uk/>

Reply · Like · April 23 at 2:03am

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Angus Parker

I would like to give my support to the Presidio Exchange proposal by the GGNPC - it seems a fitting use for the building that will provide a much needed community space for the area and build on the expertise and demonstrated leadership of the GGNPC in the Presidio.

Reply · 1 · Like · April 22 at 1:19pm

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Angus Parker

As a resident in the Cow Hollow area and frequent user of Chrissy Field, I am concerned about the additional traffic that might be generated by the George Lucas Museum proposal. A previous attempt to site a world class museum in the Presidio's Main Post was fought on the same basis - namely it would be far better to site such an attraction downtown and proximate to our main tourist attractions and lodging - rather than bring more public transport and private cars into the area. On weekend days the Chrissy Field entrance in and out of Marina Boulevard is already quite congested.

Reply · 1 · Like · April 22 at 12:38pm

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Terry Keim

I agree. The Presidio's history and open space are enough of a draw. No need to overlay that with projects that have no connection to the Presidio. Those proposals will likely be established elsewhere and greatly benefit other places that need visitors.

Reply · 1 · Like · April 22 at 1:01pm

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Terry Keim

My understanding is there is still time to comment. As I researched this, I've become more convinced these proposals all have merit and deserve to be created somewhere, but only the ones with a direct relationship to Presidio history and values should be applied here such as a Chrissy Field aviation museum. The Presidio as a space is enough of a draw for visitors; this next phase for this unique park is to tell the Presidio's story to those who visit and provide the sanctuary of silence to experience it.

Reply · 1 · Like · April 17 at 9:25am

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Roger van Oosten

Dear Presidio Trust Public Board,

There was nothing like it before; there's been nothing like it since. The New Deal. It was more than a type of welfare, it was a government putting its faith and capital behind the talents of its people. They didn't hand out checks, they gave people jobs and not just jobs according to need, but according to talents. Plumbers got jobs plumbing. Teachers got jobs teaching.

And artists got jobs creating arts.

There were really no restrictions on the artists. Few anyway. The New Deal Art administrators favored depictions of the American Scene, but there was abstract art and there was a dinosaur mural by Charles Knight in Florida!

More than anything else, art allows us to tell the story of the New Deal in a way that will draw visitors to the Presidio. And the art is out there to show, and it will...I cost you nothing to access it to a New Deal Museum.

The artists, the Roosevelt Administration and Eleanor Roosevelt deserve a museum to shine a light on their masterpieces - PWAP, WPA/FAP, TRAP and the Section of Fine Arts.

The Presidio would have a museum unlike any other any place on the planet. If you want to make

money, you want to make sure you have something no one else does. The New Deal Museum is a winner.

And I pledge to be a significant donor to such a museum. We need this museum to unlock the best of an innovative President's legacy, and the Presidio needs it to make a great park even greater.

I, and so many others, offer our help. We await your answer.

Reply · 1 · Like · April 10 at 3:11pm

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Terry Keim

Lucas, Modesto's native son, should consider spreading the wealth and locate his museum in a place that needs to draw visitors to it for economic vitality. What a boon for Modesto, his hometown.

Reply · Like · April 10 at 7:54am

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Terry Keim

Now that this unique Park has met its goal of being self-sustaining, it can refocus on the Park Service mission to preserve, maintain and enhance the Presidio's history and values. The only museum that's appropriate for this site would be related to its history, such as a Presidio aviation museum about Chrissy Field. One aspect of that would be to tell about the 1970s Standard Oil spill. I'm sure there are photos of people raking up oil soaked hay from its beach. There's a need for museums on the New Deal and the history of environmentalism and they will find their appropriate sites (SF has lots of draws, let somewhere else benefit from those museums being destinations). There's no need to draw visitors to this site for that. The site itself is the draw as well as its own history and wide open space, with some solitude. An important aspect of the Presidio is the sanctuary of solitude it offers.

Reply · Like · April 10 at 7:49am

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Zach Gostout · Colorado College

The Color Foundation offers an globally unique attraction that promises to synergistically converge the Bay area's community, academics, and industry with the Persidio's natural beauty.

Would for the project to call San Francisco home, and would be even more excited to to have it in my backyard!

Reply · Like · April 9 at 6:58pm

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Jason Lahman

As a professor of humanities and cultural history at SFSU I understand the enormous value of museums and of cultural artifacts, visual sources and local history to a community. I can't think of a more exciting project for San Franciscans to support than this new cultural arts center. We are so lucky to have Mr. Lucas's vision and support in making this happen. It is thrilling to know that the great American traditions of book illustration and cinema will be a part of this museum. Lucas is a part of this deep legacy of American and global visual culture. In my courses on the history of Paris and Vienna at SFSU I use architecture, art, music, popular visual culture and the cinema to open my students minds to the numerous pathways available to them when exploring historical topics. I know that this museum will be venue where an interdisciplinary spirit of education will thrive! From L. Frank Baum, to Joseph Campbell to Lucas and Spielberg, Americans have to a great degree created the mythos of the modern world. This should be celebrated!

Reply · 3 · Like April 9 at 6:19pm



Stuart McFaul · San Jose State University

San Francisco has always been a crossroads where cultures meet; nothing would continue that better than the Lucas Cultural Arts Museum. A native son whose storytelling magic painted a future where cultures could achieve harmony -- even in the face of conflict -- the Lucas vision and legacy would be beautifully encapsulated with this museum, with the potential of drawing thousands each year to learn from the past so they can work towards building a better future together. The Museum represents a peak opportunity for the City and the Presidio in its appeal to a fast-growing local tech audience, many of whom -- such as the gaming community -- draw their inspiration from masters like George Lucas.

Reply · 5 · Like April 9 at 5:46pm



Felipe Sanchez Paris · University of Southern California

George Lucas's proposed Cultural Arts Museum is in harmony with the stated mission of the Presidio Trust to be "an urban national park that celebrates history, environment, and community, and that honors the Presidio's legacy of service."

Lucas' proposal to both fund and endow the Cultural Arts Museum reflects a spirit of civic service that is emblematic of San Francisco and supports Presidio Trust's intention to bring together "funding and expertise from government, the private and non-profit sectors, and the philanthropic community."

The Cultural Arts Museum is a good fit for the Presidio National Park and is clearly a win-win situation for all San Franciscans who have regular access to the Presidio and for the thousands of visitors who

come to San Francisco expecting it to be a transformative experience.

Felipe Sanchez Paris.

Professor (Retired), Public Policy Administration.

and

The Right Reverend Otis Charles.

Episcopal Bishop (Retired).

San Francisco, CA 94114.

Reply · 2 · Like · April 9 at 3:49pm

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Michael Nobleza · Executive Director at Children's Creativity Museum

Museums are an important source of not only cultural capital for San Francisco but also an important economic driver for the local economy as well as important spaces for 21st-century learning. As one of the most creative cities in the country, if not the world, San Francisco deserves world-class institutions that are a destination for families, city residents, and tourists alike.

The proposed Lucas Cultural Arts Museum is unique in that it provides an experience that is an inspiring draw for the next generation of visual storytellers. The proposed collections connect some of the most celebrated artists and works of the past with the visual masterpieces of today. The focus on digital art also speaks to a whole new generation of creatives and innovators who might not otherwise see themselves as artists in the same vein as Norman Rockwell but who are very much the future of artmaking.

As a member of the San Francisco museum community, I look forward to hearing more about how we might partner with the Lucas Cultural Arts Museum in support of our shared commitment of educating today's youth – tomorrow's Lucases, Spielbergs, etc. ... Michael Nobleza, Executive Director, Children's Creativity Museum.

Reply · 1 · Like · April 9 at 3:31pm

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Rue Mapp · Berkeley · 219 subscribers

Over the past several years, Outdoor Afro has worked with the Parks Conservancy, National Park Service and Presidio Trust to help celebrate and inspire African-American connections to our natural heritage. The Presidio Exchange proposal exemplifies the Conservancy's commitment to engaging a broad section of our community in the national parks. By enlisting community partners in its programming, the Presidio Exchange will be relevant to all ages, interests and backgrounds, and

therefore has my enthusiastic support.

Rue Mapp, Founder and CEO, Outdoor Afro.

Reply · 5 · Like · April 8 at 8:47pm

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Milton Chen · Works at George Lucas Educational Foundation

The youth programs within the Presidio and Golden Gate National Parks have become a national model for how national parks and their partners can work together to provide urban youth with transformative learning experiences. Through these programs, young people become citizens and leaders, prepared and engaged to make positive impacts on their communities and their world. The Presidio Exchange and its nearby “youth campus” would enable the project partners to take their work to the next level and provide a much-needed demonstration project for how the National Parks can help redesign our educational system. Dr. Milton Chen, Member and Education Committee Chair of the National Park System Advisory Board; Senior Fellow and Executive Director emeritus, George Lucas Educational Foundation; Trustee, Sesame Workshop; Chairman, Panasoni...c Foundation (NJ).

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Reply · Like · April 8 at 3:37pm

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Jeffrey Lewis · Oregon State University

My vote is for a combination, recognizing the overlap between the 'Green Museum' and 'Altered Lands' concepts. And, in my opinion, Crissy Field is an outstanding choice for locating this concept. Here's why...

1) The Bay Area's connections to the environmental movement... geez, the list has no end. John Muir; the reduction of (and fight to save) the redwoods; ditto, in the fight to save the Condor (which connects strongly to DDT and Rachel Carson, and then eventually to Earth Day and 1970's environmental legislation); the rise and fall of major industries throughout the Bay (many sites now

recycled back into residential properties); the enormous impact climate change will have on every piece of Bay shoreline (imagine just ten more feet of water in the Bay?); the proximity to Silicon Valley, where modern technologies continue to... evolve (and which hold some of the best chance to help us solve environmental problems); etc.

2) One more area of connection to the environment is the very history of this place -- how many people do not realize, most of the San Francisco peninsula used to be just dry, barren sand? Or, how it was developed via significant projects with major environmental impacts?

3) environmentalism is all about recognizing past decisions which created problems which need to be solved. It is also about anticipating the future and helping assure it happens with a balance. And, of course, real environmentalists are all about finding solutions, to adapt and prosper. Hmmm; sounds an awful like San Francisco's history and values.

4) There is presently way too much commercialism in that area. I have hiked/run/payed tourguide through the area many times, including bringing my kids (the best was a bike ride to Marin and back!). If there is one aspect of this area most needing improvement, it is to tone down the excess of tourists and commercialism. So much natural beauty, so much incredible history, so many people healthy and happy and running and out in the water... what a rich place to visit. But, we really do not need to stuff all sorts of stores into every vacant unit. Too much commercialism only diminishes the experience.

So, yeah, IMHO it would be an excellent fit to develop a museum at this location, focused on the history of environmentalism, which of course would include substantial content related to altered lands. The New Deal concept seems quite popular, too (I just read the first fifty comments here, and perhaps a third were favoring New Deal). It is great that others are advocating, and New Deal is a good idea, too. But, let me suggest that New Deal is far less in need of a museum than is environmentalism. Really, nearly every U.S. museum has ample New Deal coverage. There are many National and State Parks (such as a few California Missions) where display content informs us all of the CCC and WPA and other New Deal programs. And, it is all very thoroughly documented in our libraries and on-line. I relish New Deal museum content, and always learn more from it; but it is amply covered everywhere in our Nation.

Thanks for inviting comments on this improvement at Crissy Field.

Reply · Like · April 8 at 11:47am



Susan Ives · Top Commenter · Principal at Susan ives communications

Given its impact on American's lives and culture, it's hard to believe that there's not already a museum dedicated to the New Deal. A New Deal Museum would have national significance. It would tie in to both the history of the Presidio and the San Francisco Bay Area. San Francisco would provide the

perfect venue because it is showcase of the New Deal's legacy with architecture, parks, roads, public art, as well as labor and social justice movements with roots in the 1930s.

Reply · 3 · Like · April 8 at 9:42am

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Gary Gach · San Francisco, California

couldn't attend hearing but see New Deal came in #2  
( have copy of 77-page summary of proposals to Brian O'Neill before he turned Presido over to the Trust if you want to see )

onwards

Reply · Like · April 15 at 7:49am

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Nora Roman · School of the Streets

I totally support the New Deal Museum...I am currently visiting family in Europe and the extent to which they preserve and honor the beautiful things that have been built and created in the past is incredible...We need to do the same. The New Deal was the most exciting period in U.S. history where people power was what mattered and we need to not just remember it, but demand a NEW New Deal now- a Green One....Thank you for this great proposal.

Reply · 1 · Like · April 8 at 4:21am

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Jeffrey Lewis · Oregon State University

Good point ... there is lots of overlap where a Green Museum would amply cover altered landscapes, including many great New Deal projects. Plus, of course, there are a lot of people clamoring for a 'Green New Deal'.

Reply · 1 · Like · April 8 at 12:00pm

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Tarek Mouganie · Cambridge

Color Museum gets my vote!

Reply · Like · April 8 at 2:24am

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Suzanne Kline

After reading the notices posted to the right (below proposals), I feel somewhat assured that the Sports Basement will remain in the Crissy Field area. As a non-native local, I can say that I was pretty baffled by the lack of commercialism the first time I wandered into the area. I agree with many other comments that FOOD and FITNESS would be a fitting inclusion to the area, but I also can't agree to much else. Less is more, especially in such a perfect little nook/sanctuary within the city. I think there are plenty of other places to build the proposed commercial entities and a small museum with a european style market sounds fantastic. Hopefully with lower prices than the notorious ferry market. It doesn't sound like the local and citywide population agrees with the scope of developments from what I am hearing.

Reply · Like · April 6 at 12:26pm

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Ying Lee

The New Deal is one of the most beneficial, humane government programs in the U.S. I get a tremendous surge of pride and wonder when I learn about the depth of desperation during the depression of the 30's and the programs and programs that were developed as responses to alleviate the suffering of so many. A film of the CCC (Civilian Conservation Corps) on NPR was educational but fleeting. A New Deal Museum in the Bay Area, in the Presidio would be a wonderful fit for our contemporary, hip sensitivity to local and national culture and history. Please please consider the possibility of what such a museum (complementing our architecture and art from that prolific, very public, vibrant period).

Reply · 3 · Like · April 3 at 3:00pm

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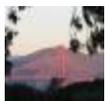


Terry Keim

Thank you for directing our attention to the great proposal for a National New Deal Museum. The closing of the post offices is a crisis considering the New Deal art that may be lost. I sure wish the old post office in Washington DC was a museum dedicated to the post office. It could house and show the post office art. Instead it's being renovated by a Trump company into a hotel.

Reply · 1 · Like · April 3 at 2:35pm

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Terry Keim

Postmaster General Pat Donahoe was just in SF in March for a forum. We should all write him and ask him to do an inventory of any public art, especially WPA, in all post offices.

When the old post office was replaced by a new building in Burns, OR, 20 years ago, the art work went to the courthouse so is still available to see.

Reply · Like · April 7 at 9:49am

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Peter Mitchell · Cornell University

While those of us who are old enough see signs of the New Deal everywhere, the youth, know and are taught little about this rich cultural heritage. A museum dedicated to the New Deal would be an important addition to San Francisco and a great public attraction.

Reply · 1 · Like · April 3 at 1:57pm

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Michael D. Lonergan · Newman High School

A National New Deal Museum is an extraordinary and exciting idea. Those of us in our '60s grew up with stories told by our parents and grandparents of dark times and bright triumphs as we responded to the Great Depression and the Second World War. Franklin Roosevelt's New Deal gave us an incredible treasure of public works, social programs and culture. In a time that as a country we doubted whether we would be able to meet an epic challenge, the New Deal proved what great things we can do together. Some of the work of New Deal artists celebrates and memorializes early times in America and the rich history of our various regions. Other works are exceptional in instilling pride in the American worker and our democratic government. Now, in the early years of the 21st century, we as a country will surely learn and benefit from an institution that keeps the history of the New Deal alive for a new generation.

The Presidio is visually a breathtakingly beautiful location. The vista of the Bay is marked by great works of the 1930s: the Golden Gate Bridge, Coit Tower, Treasure Island and the 1939 Fair, and the Bay Bridge. Historically the tradition of the Presidio is one of service to our country: A National New Deal Museum will continue that legacy.

Reply · 2 · Like · April 2 at 2:35am

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Steve Lustig

The Living New Deal would be my choice. What a perfect setting to celebrate the public's investment in public art and expression. It would tie together a national and local focus, as well as the past and present. Given the space, it could be in tandem with other efforts to bridge history and stimulate creativity. I believe it would be a draw for people whether local or visiting. Lets get this work and what it represents back into public view.

Reply · 3 · Like · March 31 at 10:44am

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Dany Gora · University of Oxford

It was the incubator of our vivid art motions in the U. s. Declares and was a forerunner to our financial well-being during a black time--the Depressive disorders. In a better globe, or to help make a better globe, Lucas would identify his selection in Concord or Predators Factor, to discuss the prosperity. Crissy Area would be used to help tell the Presidio's ancient tale.  
<http://www.noguarantorloanss.co.uk/>

Reply · Like · March 30 at 5:05am

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Terry Keim

In a better world, or to help create a better world, Lucas would locate his collection in Oakland or Hunters Point, to share the wealth. Crissy Field would be used to help tell the Presidio's historic story.

Reply · 3 · Like · March 27 at 10:37am

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Margot Smith · UC Berkeley

We should have a New Deal Museum at the Presidio. It is time to recognize the importance of New Deal Art to San Francisco and the nation. It was the incubator of our vibrant art movements in the United States and was a precursor to our economic well-being during a dark time--the Depression. The 30s exhibits overlooking the 1930s Golden Gate Bridge would be wonderful. I vote for the New Deal Museum, it's about time...

Reply · 2 · Like · March 27 at 10:18am

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Jean Kang · Entertainment Art Academy

California is home to an artform that's hidden in plain sight: the art of animation, illustration and concepts. There is so much amazing art that never completely makes it onto the screen, but are major stepping stones to getting to the final film, such as exploration of character designs, storyboards, backgrounds, etc. And it's a waste to keep these amazing works of art hidden inside a studio vault or in some collector's closet when it can be shared with the public and educate people on how great film is actually made. As someone who works in these fields, I commend Lucas for wanting to share his collection, one of the finest in the world, with the public, and his hope of educating potential artists and filmmakers.

Reply · 1 · Like · March 26 at 12:19pm

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Michelle Mammini · San Francisco, California

I think George Lucas has enhanced the presidio with the building and landscaping that welcomes us through the Lombard gate. I would like to see him have an opportunity to bring another gateway to the presidio to the same level of utility and beauty.

Reply · 3 · Like · March 22 at 5:02pm

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Peter Roos · Maastricht University

Couldn't agree more! He's one of my big heroes and his proposal is more than gracious. Let's not have a repeat of the infamous Don Fisher affair (for those who missed it: <http://www.sfgate.com/news/article/Fishers-give-up-on-plan-for-Presidio-art-museum-3225626.php>). Let's do what is best for the City and for the Presidio.

Reply · Like · March 22 at 5:45pm

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Peter Roos · Maastricht University

ps I cannot edit my post it seems: I actually love Sports Basement and shop there all the time, but economically it does not make sense to have a discount store at a AAA location.

Reply · 1 · Like · March 22 at 6:02pm

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Les Robbins

The Fishers wanted to replace the bowling alley with an art museum. A horrible idea that was rightly blocked.

Reply · 1 · Like · March 22 at 7:06pm

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Les Robbins

None of the cultural center ideas have a chance of making more \$ than the sports basement. If economics was considered I bet the sports basement would stay...which is not a bad idea!!

Reply · Like · March 22 at 7:10pm

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Wendy Norwood · San Francisco, California

Luca! Lucas! Lucas! We want Lucas!

Reply · Like · March 22 at 3:32pm

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Marlene Sinicki Creative

I think we all would agree that the setting for this project, the former Commissary Site at Crissy Field, is one of the most breathtakingly beautiful locations in the USA. The Presidio itself represents our past-historically, geographically and culturally. It has evolved into a shining example of mixed-use land management and sustainable design. The "Altered Lands" proposal submitted by Kay Voyvodich and Mark Cavagnero represents the most congruent use of the space. I for one would like to know more about the history of the Western United States, and the "Altered Lands" projects promises to do just that. Many of the other projects have little or no connection to this location. Let's do it right this time and create a meaningful project for this significant location.

Reply · 2 · Like · March 21 at 9:52pm

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Terry Keim

I'm now a card-carrying member of the Presidio Historical Association after reading their recommendations here. I'm grateful there are folks watching over things; they need our help, though.

Reply · Like · March 20 at 3:51pm

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Steve Minniear

I think the Presidio needs to acknowledge in a more complete way its military and naval history. That is sorely lacking at this point. I think that the Presidio Historical Association's proposal is at least somewhat relevant to that need.

Reply · 2 · Like · March 20 at 3:35pm

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Terry Keim

These comments will make me read the Altered Lands proposal more thoroughly after Lauren and Rudeen inspired a quick read. Are there sanctuaries of silence and solitude built in, for introverts, I wonder? The Presidio oddly offered that when it was a post. That's an aspect I'd like to see valued in any project. I love the idea of a year round farmer's market.

Reply · Like · March 19 at 9:36am

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Francesca Ciancutti · Humboldt State University

San Francisco's former Commissary Site is for the most part concrete lots and buildings. I feel Presidio Trust can help bridge the history of human development (both natural and destructive) with "ecological care in action" by the creation of a Green Museum/Altered Lands project. It could include education of both earth caregivers and living demonstrations directly in contrast with this area's once toxic history. For example in the "sustainable" designated area there could be a living demonstration of how climate change is directly related to the food we eat, paper used and clothes worn. This could teach the true levels of petro used for growing, packaging and transporting things while at the same time produce (maybe some on a living roof with greywater) food and hemp organically grown without it. Furthermore include these finished products to be part of a designated year round farmers market in the same area since food supply is one of the main local concerns here. This is just one example of how a Green Museum can contribute to this incredible city.

Reply · 4 · Like · March 19 at 8:57am

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Gordon Anderson · VP Content at InsideView

The Presidio Trust has pushed out a number of restaurants (e.g. La Terrasse), and smacked residents with ginormous rent increases. I'm sure they don't mind Sports Basement as a tenant, but if everybody was really so committed to keeping SB in the park, wouldn't a deal have been done by now? Sorry for my cynicism, but it would shock nobody if SB walked away from an exorbitant rent proposal from the Trust. I really hope I'm wrong. As for a history of the West, ok, fine. But Crissy Field and the area is about athletic activity. Look at all the nearby properties -- rock walls, bouncing gyms, swimming, the field itself. It's not the right spot for a museum, even if the one proposed sounds terrific.

Reply · 1 · Like · March 18 at 8:32pm

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Lauren Wagner · Penn State

All of the proposals have their own merit, and I also agree that as a climber at PG it is definitely frustrating that there aren't any convenient grocery stores or markets for those of us who do not drive, but all the same I believe that the proposal from KVA & MCA for the Altered Lands project truly is the best and most impactful use of the space. The story of the Western U.S. is not told anywhere and this is the place to do it - no other will do. This project would draw visitors to The Presidio in the same way that the de Young and Academy of Sciences do in GGP. Also I think folks are missing the fact

that SB won't be leaving The Presidio, just changing buildings. People will still be able to get their sports gear :)

Reply · 3 · Like · March 18 at 7:05pm

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Rudeen Monte · San Francisco, California

Rudeen Monte

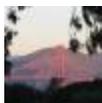
I am writing to support the proposal for "Altered Lands" submitted by Kay Voyvodich and Mark Cavagnero. At a time of mixed hope and despair about our economy and environment, it is particularly important to understand how things got to be this way. Understanding the impact of any humans on any local environment broadens awareness of our impact on the whole world. Studying the Presidio could contribute greatly to understanding the human condition and the conditions humans inflict upon the earth and, most importantly, what humans can do to make things better.

The location of the Presidio has been the scene of human immigration, intentional and accidental environmental impact and a beginning of recovery with a view to future sustainability. As a National Park in the midst of a particularly curious, activist and resourceful community of San Francisco and neighbors across the bay, Kay and Mark's idea seems the most worthy use of the space and their team consists of local talent who understand the optimistic, cantankerous world of San Francisco and be able to facilitate community engagement in the design and programming for that space.

If Mr. Lucas would like to make a contribution to art and humanity in San Francisco, may I suggest that he make a donation toward Altered Lands and then place his art and toys in the space now available at the Palace of Arts.

Reply · 4 · Like · March 18 at 11:16am

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Terry Keim

It seems there should be an alternative in this process that would essentially be to make no changes at this time, so SB could stay. I hadn't thought of how farmers market prices in a city would be so much more. We have an abundance of gardeners in and near my town, so the prices are very affordable. For those without jobs or lowpaying ones, the vendors accept foodstamps.

Reply · Like · March 17 at 10:30am

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Chelsea Hertlein Fourie

It is sad to hear that Sports Basement is moving. I agree with the others posts that Sports Basement

does represent the kind of community involvement, outdoor activity, and SF vibe that the Presidio says they want to support, so it's disappointing to hear they aren't following through on that anymore. SB has always been active and very willing to support community groups and school fundraisers, and anyone that has run a race through Crissy Field appreciates the cheering section at Sports Basement. Regarding the proposals, I felt that Ben provided a great synopsis. I think the Lucas Cultural Arts and Mycotoo proposals were the most interesting and creative ideas as well as ones that will appeal to a broad range of local San Franciscans and tourists. I liked the focus on interactive experiences that trade off between traditional ...and cutting edge. They also appeared to have reliable sources of funding, which is a necessary reality.

The idea of a grocery store/farmer's market is great if it can appeal to a broad range of people and be cost sensitive. It's important to remember not everyone can afford to spend \$3 for a single peach or \$20 for a steak. It can end up being a very discouraging experience for those trying to support local farms and eat healthy while being on a very tight budget. Given the creativity and innovating spirit that exists in these proposals, I do think it's possible to create something that is accessible and affordable for people at all socioeconomic levels.

Reply · Like · March 15 at 12:58pm

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Terry Keim

Some of these comments make me realize SB's continued use of the building is in keeping with the Presidio's history. We had a place to check out sports equipment when it was a military post. Is there room for a farmer's market or grocery store as some suggest, which would be in keeping with it being a commissary? Would there be room for a display about the commissary, to incorporate the history? I could see SB offering bike rentals to visitors, and having a series of small museums located throughout the Presidio in the old buildings, some of which are now ruins but could be restored to tell the story of things like Letterman Hospital's psychiatry department, etc. We rode our bikes all over the post. That would create a direct experience to its history. Nothing is set in stone. They can reject the proposals. Write your reps with your concerns, needs and ideas.

Reply · 1 · Like · March 15 at 11:32am

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Susan Fishman · CUNY Brooklyn

As a frequent visitor to the Presidio and a proponent of the wonderful things that are happening there I must write to you about the impending plans for the commissary. I think the space should be used to tell the many stories related to the Presidio as an historic center, a cultural center and a vision for the future in terms of the environmental issues and sustainability. I am totally opposed to the Lucas Center. It has no place in our national park system and could be done anywhere else. I would not like to see a large modern building that does not fit in with the themes of the other

structures in the area. The idea of using the commissary should reflect what is was and blend in with the surroundings.

In reading the proposals I believe the KV+Associates/MCAA proposal is what my vision would be.

Reply · 3 · Like · March 15 at 8:42am

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David Levine · San Francisco, California

One proposal is missing: Sports Basement remains the best use of the space.

Reply · 3 · Like · March 14 at 4:09pm

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Galka Hale

If SB can't stay, which is very sad, I would echo the below comment and suggest at least a portion of the building devoted to a grocery store (Real Foods? Local and organic... Or Whole Foods maybe?) The building is large so maybe the space can be shared with some eatery - there is no anywhere near for people to grab dinner after HoA or Climbing without a drive.

I also really hope that SF Crossfit will be allowed to stay in the back of the building no matter who moves in.

Reply · Like · March 14 at 1:58pm

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Thomas Davis · University of California, Santa Cruz

I must echo some of the comments I see below. I was born in the bay area, lived in SF for 10 years, and have lived in the Presidio for a little over one year. There are so many non-profits, foundations, etc. already in the Presidio, which I think is fantastic, but for the people who live here, there aren't enough stores to make it a liveable community; we have to go to another part of town to buy groceries. I am so sad that the Sports Basement is leaving and if I had one choice, it would be to LEAVE SPORTS BASEMENT WHERE IT IS. I agree that it adds to the outdoor recreational character of Crissy Field, gets people excited to exercise outside in one of the most beautiful places in California. But if its already decided that SB is leaving, then my #2 choice is for a place to buy groceries, fresh produce, etc.

Reply · 3 · Like · March 14 at 1:38pm

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Sylvie Merlin

I would add that I too love the Sports Basement and agree that the current location is perfect but my

understanding is that we are now beyond deciding whether it stays or not. that decision was already made and it seems the SB will be moving down the street, closer to the Palace of Fine arts.

Reply · Like · March 14 at 12:14pm

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Gordon Anderson · VP Content at InsideView

Sports Basement is the PERFECT use of the building. It's a beloved institution, promotes physical activity, good neighbor. I'm a Presidio resident, and I wish it could stay. A restaurant or museum? Not necessary. Food store would be nice, but there are other buildings that could go in down there. Just keep the Sports Basement where it is.

Reply · 3 · Like · March 14 at 11:28am

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Ben Garcia · Head of Interpretation at Phoebe A. Hearst Museum of Anthropology

I like the Journeys Center and the History Museum but think that Lucas brings the whole package to the table. Love the Lucas proposal! For some reason I spent an hour reading over all 16 and have comments below...

Antenna Intl.: Vendor proposal, not a concept.

Chora/WRNS: All image and little substance. Sounds like medicine, not like edutainment or fun of any kind. Will draw few people to the park.

Jay Claibourne/Jerry Goldberg: No reason for this entity to exist on one of the best pieces of public real estate. Will definitely not draw people to the park, at best you might get some passive use.

Color Foundation: Esoteric and weird. Gimmicky.

The GO Team: sweet but not formed enough. Too vague. Not a draw to general public, more to specific groups.

Golden Gate National Parks Conservancy: I do not clearly see what this plan is... about. Performances, mainly? I think a museum would be better than a performing arts venue on the site.

Jane Clark Chermayeff & Associates: PlayLab seems like a good concept for a family museum/children's museum. Doing something interesting in extending the idea of play to adults and I could see this being of appeal to families visiting the city. That said, play as a means to innovation as a concept on its own does not seem to be enough to sustain a cultural institution. Feels like this is a core value for something with a clearer focus or reason for being.

Mark Kitchell: A museum on environmentalism is certainly valid. There would undoubtedly be an audience and the Presidio as a reclaimed site makes sense for it. Not confident that this is the right team for it however.

KV + Associates etc.: Way too esoteric. Makes sense on site. Will definitely not draw a broad audience. The Living New Deal: Also too esoteric (though cool). No need for it to be sited at Presidio.

George Lucas: No brainer. This is the real deal. A Bay Area icon; a museum that relates to the work of many in the Bay Area; a guaranteed audience draw and one that will bolster the Disney museum; an early champion of the Presidio who is doubling down; someone who can deliver a great experience and one centered on education. Yes, it is the \$\$ choice; yes, it is the mainstream choice; yes, it is even the corporate choice. But in this case all those things are assets. This will be awesome. And a choice that has the endorsement of proven leaders in the field of museums.

Mycotoo: Innovation Center fits for the Bay Area and could be interesting and fun. Like so many of the other choices the experiences are mostly virtual and the content is intangible. Not a safe bet. A medium draw.

O'Reilly and Associates: Journeys Center is a good fit for the site and the city. If it is done like the Skirball Center in L.A. it could be very effective. The theme is strong and valuable. Can they build a sustainable institution? They bring no \$\$ to the deal. If they had a \$\$ backer, this would be my second choice after Lucas.

Organic Architect: Like Antenna, this is a vendor proposal not a concept.

Presidio Historical Association: grinding axes in the first part? I do not understand the back story. A great history museum makes great sense here. They could likely do it well. What \$\$? And a contentious start. Not a good sign... Choice #3 if they had a viable financial plan....

TransmediaSF: Where's the beef? Not enough information. Concept is just a sketch.

Reply · 3 · Like · March 14 at 10:43am



Sylvie Merlin

One of the things that lacks in the Presidio is a grocery store- which the commissary used to be. I suggest we give it its initial function back.

Of course, we don't want a Safeway or Lucky in the Presidio. Instead, this is a perfect space where to create a European style indoor market, which would host local vendors of organic produce, dairy products, breads, wines, oils, flowers and plants, some eateries, local art vendors and so on.

Essentially another Ferry Building type venue which promotes healthy eating and living habits in an ecofriendly environment.

Reply · 8 · Like · March 14 at 10:27am

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Benjamin Whisenant · The University of Utah

Sports Basement has done more to provide community relations and a gathering place for locals and non-locals than any other place on the base. People meet in the parking lot, hold fundraisers and community events in the store, participate in charitable drives that the store facilitates and overall enjoy the Presidio-centric feeling of the store and its staff. If the goal is to make the Presidio less usable and less used by everyone, by all means, they should adopt one of the many proposals that reflect the interests of very small groups of people. If the Trust would like to see the community grow stronger and keep one of its strongest community contributors as a partner along the way, keep Sports Basement in the old commissary.

Reply · 4 · Like · March 14 at 10:22am

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Les Robbins

I think the sports basement should stay. They fit so well with the other active themed tenants on Chrissy. Climbing Gym, pool, House of Air, bike shop. They are also extremely supportive of all events on Chrissy and have tons of out door life style speakers, workshops, groups that add to the community on Chrissy.

Some of these cultural concepts seem pretty cool and one or perhaps even two would be nice, but do they really need THAT much space and aren't there plenty of other empty buildings in the presidio they could take over?

Reply · 2 · Like · March 14 at 10:14am

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Joe Murray · San Jose State University

Stilwell Hall is ripe for renovation, and probably requires an investment to make it livable. (Asbestos removal and all). Great spot for a museum, and if you really have to move Sports Basement, they could settle there.

It's important that the 'Basement remain on the esplanade as a rally point for outdoor activities in Crissy Field.

Reply · 1 · Like · March 14 at 10:08am

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Marc Aymerich · Captain at Napa Jet Center

The Sports Basement is more useful to the park than all these ideas combined

Reply · 2 · Like · March 14 at 10:08am

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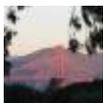


Terry Keim

In a better world, the commissary would be a museum of Presidio artifacts where people would trickle in, (not mass to as it's a fragile eco-system) to receive part of the Presidio experience there which includes the solitude of a sanctuary by the sea; a haven from the City. The museum could include photos (I assume some exist) of us raking Standard oil-soaked hay from the beaches. Lucas would house his collection in a town hard hit by the recession to spread the wealth, like Oakland, or somewhere else accessible by trains. Kitchell would inspire sites across the nation to tell their story of extractive and/or toxic industries, like old radar bases in Oregon, oil fields in Pennsylvania, copper pits in Montana, to sell his film in their gift stores, and to encourage visitors to put their tourist dollars into economically-strapped rural communities; to disperse the audience rather than congregate it and overload an area with too many people. Sometimes being green means not remodeling, not building new. Letting a site be, without attracting huge crowds.

Reply · 3 · Like · March 13 at 10:49am

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Terry Keim

This issue brings to mind Gov. Jerry Brown's mantra when he first served as governor: Less is more.

Reply · Like · March 13 at 1:18pm

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Jonathan Tunney

"The Presidio Trust's longstanding objective has been to create a cultural institution of distinction"

The best 'cultural' center we could possibly have at that site is the one that is already there: THE SPORTS BASEMENT. Crissy field is a great place for exercise and activity for our SEDENTARY (and obese) society and the sports basement has been a outstanding member

of the community. Nearly ALL of these proposals have very little to do with physical activity - just a bunch of people milling around looking at stuff.. We have plenty of that already. This is a great example of why central planning by a bunch of bureaucrats NEVER works... If it is NOT broken.. Don't fix it... I'd like to add a 17th proposal - give the sports basement a great deal on a 10 year lease.

Reply · 1 · Like · March 14 at 9:56am

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Ruth Jeanette Sakheim

I'm shocked at the audacity and entitlement of George Lucas! The Lucas Digital Arts Center already occupies a choice chunk of our Presidio National Park. How much can one man want? Let's hope the Presidio Trust isn't seduced by the Golden Rule ("Whoever Has the Most Gold Rules") -- Money has already bought our Government: there must be other ways to decide things. Let's give some other folks a chance who can't buy their way in but who have a relevant, well thought out vision. George, we have enough institutions devoted to celebrating fantasy culture. How about something serious with real meaning in these seriously compromised times?

Reply · 3 · Like · March 13 at 12:20am

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Tom Turner · University of California, Berkeley

Let us not be blown away by Lucas and his beautiful proposal. No doubt his museum would be wonderful, but I'd like to put in a word for Mark Kitchell and his Green Museum and Environmental Center. I helped in a small way with Mark's new film, "A Fierce Green Fire," and I can say with complete confidence that his understanding of environmental history, and his ability to tell (and illustrate) the story, are unmatched. I hope his proposal will get serious consideration. It will be a world-class project and of immense value.

Reply · 2 · Like · March 12 at 1:55pm

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Bruce Colman · Trinity College

hope your friend is read for hysterical opposition, if his proposal is chosen.

Reply · Like · March 12 at 2:27pm

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Bruce Colman · Trinity College

...people in my hood being ready to hysteically oppose most anything...

Reply · Like · March 14 at 6:21am

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Terry Keim

How old is the Presidio? Having it funded by taxpayers is the ideal way for its continued glory. With the proposals other than the Presidio Historic Association's, the recent misguided push to privatize too many things in our nation is evident. What we'd see with the Lucas museum, like other private efforts throughout our history, is that eventually the entity is turned over to taxpayers, whether it's schools, which often were originally built by local industries, or libraries, or hospitals, or parks. I'd rather have my taxes used to tell the Presidio's historical story than for military mis-ventures like the war in Iraq.

Reply · Like · March 12 at 1:19pm

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Alyssa Schorer · Wisconsin

I don't think there is any supporting evidence that the Lucas museum would be turned over to taxpayers. George Lucas has built an empire, and has the immediate capital to fund the project now, and the continued investments to support it in the future. If we had the negative mentality that all private projects would eventually become public burden, nothing would ever get built.

Reply · Like · March 12 at 1:47pm

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Alyssa Schorer · Wisconsin

I support the Lucas proposal. The beauty of this proposal is that it has truly taken initiative to be a unique, world class site, yet has taken into account the many sensitivities of historical and current community impacts. The other fact that should not be ignored is that Lucas has the money to fund this program for generations to come, and it would never be a burden on the taxpayers of the city or state. Not to mention, unlike many of the other proposals that may fade away or lose funding over time, this will be firmly established for a long period of time and never require extra "help", monetary or otherwise. Please consider the longevity and high quality content of this proposal when you consider the options =).

Reply · 3 · Like · March 12 at 10:51am

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Sharon Totten

The Presidio Historical Association would be a fitting match for the Commissary Building. We lived on the Presidio as others have commented. Just days after the building opened as the new Commissary, the 1989 Earthquake closed the building and forced a giveaway of all newly stocked perishable foods to troops and those living nearby who could use the food. There is living history in that building.

Reply · 3 · Like · March 11 at 6:41pm

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Manny Reyes

Im a fan of lucas aers but it makes me sad how little people in the bay respect and know the military history of the presidio. Im with terry 100% no lucas art or any type of modern art musuem. It should be historical and contribute to the area as sports basement did. I hope they continue some type of sports equipment rental. Hiking and outdoors education. Military history and sports related.

Reply · 3 · Like · March 11 at 4:15pm

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Manny Reyes

It would be great to build a complete large scale model that included all the military installations on the bay area at the end of wwII.

Reply · 1 · Like · March 11 at 4:23pm

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Matteo Moriconi · CTO & Founder at ID34 and Fusion Networking

chora/wrns proposal is a really interesting architectonic approach. But the Lucas Cultural Arts Museum takes into account a 360 degrees of stakeholders that realistically can add much more cultural value to the landscape.

Reply · 1 · Like · March 11 at 1:49pm

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Chuck Pyle

The Lucas center could be a terrific addition to the Bay Area Art Museum scene what with the rich publishing tradition here and all the illustration work and illustrators who created a visual record of San Francisco and the larger world around us. Many nationally known artist illustrators lived here, including Donald Teague, Al Parker, Pruett Carter, and many many brilliant others such as Tom Hall,

David Grove, Barbara Bradley and so on. Maurice Logan and 'Sunset Magazine", and Maynard Dixon. ACK I could so go on. Please say yes.

Reply · 3 · Like · March 11 at 11:57am

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Terry Keim

I hope the Trust will follow the Presidio Historical Association's proposal recommendations. I feel grateful that I got to live on the Presidio and I want visitors to be able to experience the Presidio as it was, not as a commercial venture or storage site for someone's art collection or in homage to someone unconnected to its history. I could see a section about the commissary in the commissary to give some of that historical perspective.

Reply · 5 · Like · March 11 at 11:45am

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Art Blog By Bob · Villanova University

Here's my extended take on The Lucas Cultural Arts Museum proposal, which amounts to two big thumbs up:

<http://bigthink.com/Picture-This/can-you-imagine-a-george-lucas-museum>

Reply · 2 · Like · March 11 at 5:17am

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Presidio of San Francisco

The Presidio Trust welcomes your comments on the proposals received this week for the former Commissary site at Crissy Field. Visit [www.presidio.gov/commissary](http://www.presidio.gov/commissary).

Reply · Like · March 8 at 1:18pm

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Gary Gach · San Francisco, California

Since the days of visioneering community meetings prior to the handback of the land from the military to the community, (and subsequent when the Trust was stationed in what is now a restaurant), I have consistently supported Presido reflecting this wonderful unique community in which we all live.

A gateway to the Pacific Century.

Some posts have noted local concerns, such as groceries; I cannot suggest taking bread from anyone's table. How about a farmer's market in a parking lot?

For use of the space for the public at large, local and visitor, I support the proposal of a site devoted to establishing and maintaining our unique local heritage of the WPA, work projects administration. No less than the fantasy  
(Walt Disney isn't exactly a San Franciscan. George already has a substantive chunk of Presido's gateway to the Pacific. May their presences generate attention to the Presidio; + \$. )

Reply · 1 · Like · March 28 at 7:23am

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