

Public Comments May 8, 2013 – June 25, 2013

Supporting presidio exchange

Michelle Schwartz

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

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

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

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

Kathleen McKenna

Marina resident

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

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

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

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

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

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

Thank you for considering our opinions.

Dear Superintendent and others,

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

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

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

Thanks.

Diane Portnoy

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

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

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

Henry Hodes

June 4, 2013

Dear Members of the Presidio Trust,

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

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

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

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

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

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

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

Sincerely,



Adam Bray

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Travel.CNN.com/author/Adam-Bray

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

-K. Smith

To whom it may concern.

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

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

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

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

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

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

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

3. Be compatible with the natural and cultural setting along the Crissy Marsh and San Francisco Bay and conform to the Trust's Mid-Crissy Area Design Guidelines and LEED requirements.

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

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

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

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

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

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

Thank you

Hello,

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

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

Thank you,

Denise Louie

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

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

Lucy Kortum

Petaluma, California

Dear Presidio Trust:

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

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

I vote for the "PX Exchange."

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

Charlotte Hennessy

RE: Commissary Site Proposals

June 2, 2013

Dear Presidio Trust,

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

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

Preferred Proposal:

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

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

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

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

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

