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October 7, 2013

Board of Directors, Presidio Trust  
Post Office Box 29052  
Building 103, Presidio of San Francisco  
San Francisco, CA 94129

**RE: The Presidio Exchange (PX) Proposal**

Dear Trustees and Craig Middleton:

The Planning Association for the Richmond (PAR) urges you to select the Golden Gate National Parks Conservancy's proposed Presidio Exchange (PX) for future uses of the former commissary in Mid-Crissy Field.

Of all proposals submitted by the three finalists, the Conservancy's PX Proposal is the only one that meets all six goals specified in your RFP and satisfies all five "critical questions" posed by the GGNRA's Superintendent in his letter to you of September 23<sup>rd</sup>.

PAR believes that satisfaction of the goals and the critical questions is achieved by the unique design of the Conservancy's proposal. It is specifically responsive to the context of the Presidio and it will contribute to a continuum of visitor experiences by complementing the programs of the Heritage Center, the Visitor Center and the Crissy Field Center whereas neither of the other two proposals does so.

The Conservancy is also the only finalist that has already demonstrated its openness to a full partnership with the Presidio Trust and the National Park Service in programming facilities for which it is responsible to complement programs elsewhere in the Presidio and the GGNRA. The Conservancy is also the only finalist that has already demonstrated its ability to reach out to the diverse neighbors of the Presidio and the GGNRA (e.g., neighborhood, business and private associations, schools, other governmental entities, etc.) and to collaborate with them.

Please consider these suggestions in your deliberations on how to proceed on this project. Thank you for providing this opportunity for PAR to offer its comments.

Sincerely,

A handwritten signature in blue ink, appearing to read "Raymond R. Holland", is written over a white background.

Raymond R. Holland  
President

PAR is one of San Francisco's largest neighborhood associations. It was founded in 1971 and it has been supported financially only by its members' dues and contributions. As a matter of policy, PAR does not accept grants or contracts from either private or public entities. Please visit <http://www.sfparr.org>.