

Light Rail is a LED art project designed by George Zisiadis and Stefano Corazza which will be privately funded by Illuminate the Arts. It is proposed for temporary installation on Market Street in between Van Ness and the Embarcadero for a period of four years. At the last hearing in December, 2013, the Visual Arts Committee requested that the project team return with the following: a complete budget for the implementation of the work, a maintenance plan and funding, letters of support from the greater Market Street community, a visual of the day time presence of the artwork and documentation of how the cables that provide power to the artwork would be attached.

Over the past several months the artists have procured approvals from various City departments including the Historic Preservation Commission, the MTA, DPW and PUC. They have also met with and procured letters of support from every Community Benefit District along Market Street and with other organizations associated with Market Street. The letters are included in your packets. I believe that the artists have satisfactorily addressed all concerns articulated by the Visual Arts Committee.

They are coming to the Visual Arts Committee for final approval of the artwork. All other approvals have been obtained.



SAN FRANCISCO PLANNING DEPARTMENT

Historic Preservation Commission

Motion No. 0231

HEARING DATE: JUNE 18, 2014

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San Francisco,
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Hearing Date: June 18, 2014
Filing Date: April 26, 2014
Case No.: **2014.0794A**
Project Address: **1-1496 Market Street**
Historic Landmark: Path of Gold Light Standards, No. 200
Zoning: Multiple
Block/Lot: N/A
Applicant: George Zisiadis
660 Oak Street
San Francisco, CA 94115
Staff Contact Allison Vanderslice - (415) 575-9075
allison.vanderslice@sfgov.org
Reviewed By Tim Frye - (415) 575-6822
tim.frye@sfgov.org

ADOPTING FINDINGS FOR A CERTIFICATE OF APPROPRIATENESS FOR PROPOSED WORK DETERMINED TO BE APPROPRIATE FOR AND CONSISTENT WITH THE PURPOSES OF ARTICLE 10, TO MEET THE STANDARDS OF ARTICLE 10 AND TO MEET THE SECRETARY OF INTERIOR'S STANDARDS FOR REHABILITATION, FOR THE PATH OF GOLD LIGHT STANDARDS AT 1-1496 MARKET STREET, LOCATED ON BOTH SIDES OF MARKET STREET FROM THE EMBARCADERO TO VAN NESS AVENUE.

PREAMBLE

WHEREAS, on April 26, 2014, George Zisiadis (Project Sponsor) filed an application with the San Francisco Planning Department (hereinafter "Department") for a Certificate of Appropriateness to drill a hole and install wiring on 83 of 194 Path of Gold Light Standards (POG) between 1-1496 Market Street. The wiring is part of a proposed subway-responsive LED light installation for 2.1 miles along Market Street from The Embarcadero to Van Ness Avenue. The light installation consists of LED light tubes suspended from the MUNI overhead catenary system. The temporary light installation is proposed to run through 2018 and is designed to be fully reversible.

- The project proposes to drill one 3/4" hole into the pole to run wiring through the interior of the pole and out to the LED tubes along the MUNI wires. The hole will be refilled and repainted as part of the removal of the installation.

- The project proposes to help with the upkeep and maintenance of the POG including upgrading the wiring to the poles and removing leftover banner materials. The project team also proposes to conduct a conditions assessment of the POG to help SFDPW in their ongoing maintenance of the POG.

WHEREAS, the Project was determined by the Department to be categorically exempt from environmental review. The Historic Preservation Commission (hereinafter "Commission") has reviewed and concurs with said determination.

WHEREAS, on June 4, 2014, the Architectural Review Committee of the Commission reviewed and commented on an earlier version of the proposed design and suggested revisions.

WHEREAS, on June 18, 2014, the Commission conducted a duly noticed public hearing on the current project, Case No. 2014.0794A ("Project") for its appropriateness.

WHEREAS, in reviewing the Application, the Commission has had available for its review and consideration case reports, plans, and other materials pertaining to the Project contained in the Department's case files, has reviewed and heard testimony and received materials from interested parties during the public hearing on the Project.

MOVED, that the Commission hereby grants the Certificate of Appropriateness, in conformance with the architectural plans dated received June 10, 2014 and labeled Exhibit A on file in the docket for Case No. 2014.0794A based on the following findings, WITH CONDITIONS:

CONDITIONS OF APPROVAL

- No external utility boxes will be installed on the POG poles.
- The hole drilled into the pole shall be drilled as close as feasible to the attachment point of the MUNI catenary wires.
- Any visible wiring installed on the POG shall match or be similar in color to POG and the utility boxes.
- Prior to issuance of any permits, the Project Sponsor shall submit a final POG maintenance and removal plan for review and approval by Department Preservation staff. The SFMTA and SFDPW shall also comment on the repair and maintenance plan.
- This approval is for a two-year period and requires the Project Sponsor to return to the Historic Preservation Commission for a new Certificate of Appropriateness at the end of two years for the remaining two years of the four-year temporary installation. At the hearing, the Project Sponsor shall provide the Historic Preservation Commission with information on the operation of the LightRail art installation to date, adherence to the POG maintenance and repair plan.

FINDINGS

Having reviewed all the materials identified in the recitals above and having heard oral testimony and arguments, this Commission finds, concludes, and determines as follows:

1. The above recitals are accurate and also constitute findings of the Commission.
2. Findings pursuant to Article 10:

The Historical Preservation Commission has determined that the proposed work is compatible with the character of the Landmark as described in the designation report dated June 26, 1991.

- The proposal is to install wiring within and drill a single hole in 83 POG poles. The proposal will not interfere with the historical and current use of the POG as street lights and support for the MUNI overhead wires.
- The proposal will retain and preserve the historic character of the Landmark due to the minimal proposed change to the Landmark, the temporary nature of the proposal, the proposed maintenance of the Landmark during the installation, and complete restoration of the Landmark at the end of the installation. The hole drilled into the pole will not remove any distinctive materials and will be repaired when the installation is removed.
- The proposal will not damage any distinctive features of the Landmark. Prior to installation and at removal of the installation, all damage and corrosion on the poles will be repaired and repainted, as required. Additionally, the hole drilled into the poles will be repaired and will not remove any distinctive materials, features, finishes, or construction techniques.
- The maintenance plan and removal plan will ensure that the essential form and integrity of the Landmark and its environment will be unimpaired when the installation is removed.
- The proposed project meets the following Secretary of the Interior's Standards for Rehabilitation:

Standard 1.

A property shall be used for its historic purpose or be placed in a new use that requires minimal change to the defining characteristics of the building and its site and environment.

Standard 2.

The historic character of a property shall be retained and preserved. The removal of historic materials or alteration of features and spaces that characterize a property shall be avoided.

Standard 3.

Each property will be recognized as a physical record of its time, place, and use. Changes that create a false sense of historical development, such as adding conjectural features or elements from other historic properties, will not be undertaken.

Standard 4.

Changes to a property that have acquired historic significance in their own right will be retained and preserved.

Standard 5.

Distinctive features, finishes, and construction techniques or examples of craftsmanship that characterize a property shall be preserved.

Standard 6.

Deteriorated historic features will be repaired rather than replaced. Where the severity of deterioration requires replacement of a distinctive feature, the new feature will match the old in design, color, texture, and, where possible, materials. Replacement of missing features will be substantiated by documentary and physical evidence.

Standard 7.

Chemical or physical treatments, if appropriate, will be undertaken using the gentlest means possible. Treatments that cause damage to historic materials will not be used.

Standard 8.

Archeological resources will be protected and preserved in place. If such resources must be disturbed, mitigation measures will be undertaken.

Standard 9.

New additions, exterior alterations, or related new construction will not destroy historic materials, features, and spatial relationships that characterize the property. The new work will be differentiated from the old and will be compatible with the historic materials, features, size, scale and proportion, and massing to protect the integrity of the property and its environment.

Standard 10.

New additions and adjacent or related new construction shall be undertaken in such a manner that if removed in the future, the essential form and integrity of the historic property and its environment would be unimpaired.

3. **General Plan Compliance.** The proposed Certificate of Appropriateness is, on balance, consistent with the following Objectives and Policies of the General Plan:

I. URBAN DESIGN ELEMENT

THE URBAN DESIGN ELEMENT CONCERNS THE PHYSICAL CHARACTER AND ORDER OF THE CITY, AND THE RELATIONSHIP BETWEEN PEOPLE AND THEIR ENVIRONMENT.

GOALS

The Urban Design Element is concerned both with development and with preservation. It is a concerted effort to recognize the positive attributes of the city, to enhance and conserve those attributes, and to

improve the living environment where it is less than satisfactory. The Plan is a definition of quality, a definition based upon human needs.

OBJECTIVE 1

EMPHASIS OF THE CHARACTERISTIC PATTERN WHICH GIVES TO THE CITY AND ITS NEIGHBORHOODS AN IMAGE, A SENSE OF PURPOSE, AND A MEANS OF ORIENTATION.

POLICY 1.3

Recognize that buildings, when seen together, produce a total effect that characterizes the city and its districts.

OBJECTIVE 2

CONSERVATION OF RESOURCES WHICH PROVIDE A SENSE OF NATURE, CONTINUITY WITH THE PAST, AND FREEDOM FROM OVERCROWDING.

POLICY 2.4

Preserve notable landmarks and areas of historic, architectural or aesthetic value, and promote the preservation of other buildings and features that provide continuity with past development.

POLICY 2.5

Use care in remodeling of older buildings, in order to enhance rather than weaken the original character of such buildings.

POLICY 2.7

Recognize and protect outstanding and unique areas that contribute in an extraordinary degree to San Francisco's visual form and character.

The goal of a Certificate of Appropriateness is to provide additional oversight for buildings and districts that are architecturally or culturally significant to the City in order to protect the qualities that are associated with that significance.

The proposed project qualifies for a Certificate of Appropriateness and therefore furthers these policies and objectives by maintaining and preserving the character-defining features of the Path of Gold Light Standards for the future enjoyment and education of San Francisco residents and visitors.

4. The proposed project is generally consistent with the eight General Plan priority policies set forth in Section 101.1 in that:
 - A) The existing neighborhood-serving retail uses will be preserved and enhanced and future opportunities for resident employment in and ownership of such businesses will be enhanced:

The proposed project does not impact neighborhood-serving retail uses.

- B) The existing housing and neighborhood character will be conserved and protected in order to preserve the cultural and economic diversity of our neighborhoods:

The proposed project will conserve and protect neighborhood character as the proposed project will maintain the POG during the duration of the light rail installation and the proposed alterations to the POG are temporary and fully reversible.

- C) The City's supply of affordable housing will be preserved and enhanced:

The proposed project will have no adverse effect on the City's supply of affordable housing.

- D) The commuter traffic will not impede MUNI transit service or overburden our streets or neighborhood parking:

The proposed project will not result in commuter traffic impeding MUNI transit service or overburdening the streets or neighborhood parking.

- E) A diverse economic base will be maintained by protecting our industrial and service sectors from displacement due to commercial office development. And future opportunities for resident employment and ownership in these sectors will be enhanced:

The proposed will not have any impact on industrial and service sector jobs.

- F) The City will achieve the greatest possible preparedness to protect against injury and loss of life in an earthquake.

Preparedness against injury and loss of life in an earthquake is unaffected by the proposed alterations. Any construction or alteration associated would be executed in compliance with all applicable construction and safety measures.

- G) That landmark and historic buildings will be preserved:

The proposed temporary and fully reversible minimal alteration to the Landmark is in conformance with Article 10 of the Planning Code and the Secretary of the Interior's Standards.

- H) Parks and open space and their access to sunlight and vistas will be protected from development:

The proposed project will not impact the access to sunlight or vistas for parks and open space.

5. For these reasons, the proposal overall, is appropriate for and consistent with the purposes of Article 10, meets the standards of Article 10, and the Secretary of Interior's Standards for Rehabilitation, General Plan and Prop M findings of the Planning Code.

DECISION

That based upon the Record, the submissions by the Applicant, the staff of the Department and other interested parties, the oral testimony presented to this Commission at the public hearings, and all other written materials submitted by all parties, the Commission hereby **GRANTS a Certificate of Appropriateness** for the Path of Gold Light Standards located between 1-1496 Market Street for proposed work in conformance with the renderings and architectural sketches dated June 10, 2014 and labeled Exhibit A on file in the docket for Case No. 2014.0794A.

APPEAL AND EFFECTIVE DATE OF MOTION: The Commission's decision on a Certificate of Appropriateness shall be final unless appealed within thirty (30) days. Any appeal shall be made to the Board of Appeals, unless the proposed project requires Board of Supervisors approval or is appealed to the Board of Supervisors as a conditional use, in which case any appeal shall be made to the Board of Supervisors (see Charter Section 4.135).

Duration of this Certificate of Appropriateness: This Certificate of Appropriateness is issued pursuant to Article 10 of the Planning Code and is valid for a period of three (3) years from the effective date of approval by the Historic Preservation Commission. The authorization and right vested by virtue of this action shall be deemed void and canceled if, within 3 years of the date of this Motion, a site permit or building permit for the Project has not been secured by Project Sponsor.

THIS IS NOT A PERMIT TO COMMENCE ANY WORK OR CHANGE OF OCCUPANCY UNLESS NO BUILDING PERMIT IS REQUIRED. PERMITS FROM THE DEPARTMENT OF BUILDING INSPECTION (and any other appropriate agencies) MUST BE SECURED BEFORE WORK IS STARTED OR OCCUPANCY IS CHANGED.

I hereby certify that the Historical Preservation Commission ADOPTED the foregoing Motion on June 18, 2014.

Jonas P. Ionin
Commission Secretary

AYES: Hasz, Hyland, Johnck, Johns, Matsuda, Pearlman, Wolfram

NAYS: 0

ABSENT: 0

ADOPTED: June 18, 2014



central market community benefit district

901 market street, suite 490
san francisco, ca 94103

e / info@central-market.org
w / www.central-market.org
t / 415.957.5985
f / 415.962.0403

July 28, 2014

To Whom It May Concern:

On behalf of the Central Market Community Benefit District (CMCBD), I write this letter in support of the proposed **LightRail** art installation by artists George Zisiadis and Stefano Corazza - presented by *Illuminate the Arts*. The CMCBD is a community-based organization that works in tandem with Central Market stakeholders and City agencies to improve the quality of life experienced in the public realm along Market Street.

While the City of San Francisco itself is deserving, and in need, of more world-class public art, I am most excited to welcome **LightRail** to the Central Market area in particular. In the 1960's the already struggling vitality of Central Market was further extinguished by the construction of Bay Area Rapid Transit (BART) beneath Market Street. Due to construction disruption businesses lost visibility, accessibility and foot traffic, and were ultimately forced to close. Local residents, workers and visitors lost access to critical goods and services. Boarded up buildings led to graffiti, loitering and crime that for years have negatively impacted the area.

The time has finally come for Central Market to regain its significance along a boulevard of distinction and **LightRail** possesses the level of sophistication the Central Market community deserves; while also being grounded in its use of an equitable public transportation infrastructure for its foundation.

The **LightRail** installation will be a dynamic boost to the very unique revival of Central Market appealing to stakeholders old and new in a respectful and innovative way. It links people and place and people to one another. I look forward to witnessing the sidewalk interactions of people seeing **LightRail** and having to ask someone close by "Do you know what that is?". I have no doubt this installation will foster communication and discussion amongst spectators from all walks of life and elevate the perception of the Central Market particularly from an arts and cultural perspective for stakeholders old and new.

Best regards,

Tracy Everwine,
Executive Director



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www.sfciviccenter.org

August 1, 2014

Ms. JD Beltran, President
Honorable Commissioners
Tom DeCaigny, Director of Cultural Affairs
San Francisco Planning Commission
25 Van Ness Avenue, Suite 345
San Francisco, CA 94102

RE: LightRail art installation

Dear President Beltran, Commissioners and Mr. DeCaigny:

On behalf of the Civic Center Community Benefit District (CBD), I am writing to formally endorse the proposed LightRail art installation by artists George Zisiadis and Stefano Corazza and presented by Illuminate the Arts.

The goal of the Civic Center CBD is to improve the image, safety, beautification and cleanliness of the greater Civic Center area for the benefit of patrons, residents, employees, merchants, property owners and other visitors within the district.

I am also a member of the Better Market Street Citizens' Advisory Committee and part of our goal is to create a sense of place on Market Street. I believe this art project enhances that ideal.

The installation visualizes the real-time movement of underground trains along this historic street and it will transform San Francisco's main artery into a scene of wonder and awe for millions—while highlighting the crucial importance of public transit for the future of our cities in a beautiful and compelling way.

The long term goal of Illuminate the Arts is to elevate general awareness of the importance of art and stimulate greater giving to the arts, including by sponsoring and organizing other art installations and projects and promoting giving campaigns for and providing grants to artists and arts groups. In a certain way LightRail brings the energy created by The Bay Lights – Illuminate the Arts' initial project – all the way into the heart of San Francisco.

We believe that the LightRail art installation is in perfect alignment with our CBD's goals, as well as long-established goals of the Planning Department and the City and County of San Francisco.

We strongly urge you to support this vital new housing opportunity.

Sincerely,

A handwritten signature in black ink, appearing to read 'Donald W. Savoie'.

Donald W. Savoie, Executive Director
Civic Center Community Benefit District



June 4th, 2014

To Whom It May Concern,

This is a letter in support of the LightRail, an art installation created by artists George Zisiadis and Stefano Corazza and presented by Illuminate the Arts.

LightRail is the world's first subway-responsive light sculpture, designed with thousands of LED lights along two miles along San Francisco's iconic Market Street, from Van Ness Avenue to The Embarcadero.

The installation visualizes the real-time movement of underground trains along this historic street and will transform San Francisco's main artery into a scene of wonder and awe for millions—while highlighting the crucial importance of public transit for the future of our cities in a beautiful and compelling way.

The long-term goal of Illuminate the Arts is to elevate awareness of the importance of art and stimulate greater giving to the arts. This includes increased sponsorship, organizing other art installations and providing grants to artists and arts organizations. In a way, LightRail brings the energy created by The Bay Lights – Illuminate the Arts' initial project – all the way into the heart of San Francisco.

For these and many other reasons, I whole heartedly support the effort to make LightRail a reality.

Best regards,

A handwritten signature in blue ink, appearing to read 'Josette', with a stylized, flowing script.

Josette Melchor | Executive Director | Gray Area Foundation for the Arts



870 Market Street Suite 456 San Francisco, CA 94102 415-362-2500
Carolyn@marketstreetassociation.org

June 6, 2014

To: Historic Preservation Commission

Re: Light Rail on Market Street

Dear Commissioners:

The Market Street Association is a non-profit organization dedicated to the revitalization, rehabilitation and improvement of Market Street.

We have been presented with the details of the LightRail art installation by artists George Zisiadis and Stefano Corazza and presented by Illuminate the Arts.

As you know the LightRail is the worlds first subway-responsive light sculpture, designed with thousands of LED lights strung for two miles along San Francisco's iconic Market Street, from Van Ness Avenue to The Embarcadero.

I understand that there will be a service box addition to the "Path of Gold" lampposts. I believe that this will not detract from the historic element of the lampposts. The benefit of having this incredible art piece on Market Street should not be denied because of a slight modification to the lampposts.

Our Market Street has been selected to showcase this unique and modern art technology. Similar to The Bay Lights, the LightRail project will bring notoriety and unprecedented interest to the street.

We fully support this project and urge your support.

Sincerely,

Carolyn Diamond
Executive Director



June 3, 2014

To Whom It May Concern:

Please accept this letter as an expression of our support of the LightRail, an art installation created by artists George Zisiadis and Stefano Corazza and presented by Illuminate the Arts.

LightRail is the world's first subway-responsive light sculpture, designed with thousands of LED lights along two miles along San Francisco's iconic Market Street, from Van Ness Avenue to The Embarcadero. The installation visualizes the real-time movement of underground trains along this historic street and will transform San Francisco's main artery into a scene of wonder and awe for millions—while highlighting the crucial importance of public transit for the future of our cities in a beautiful and compelling way.

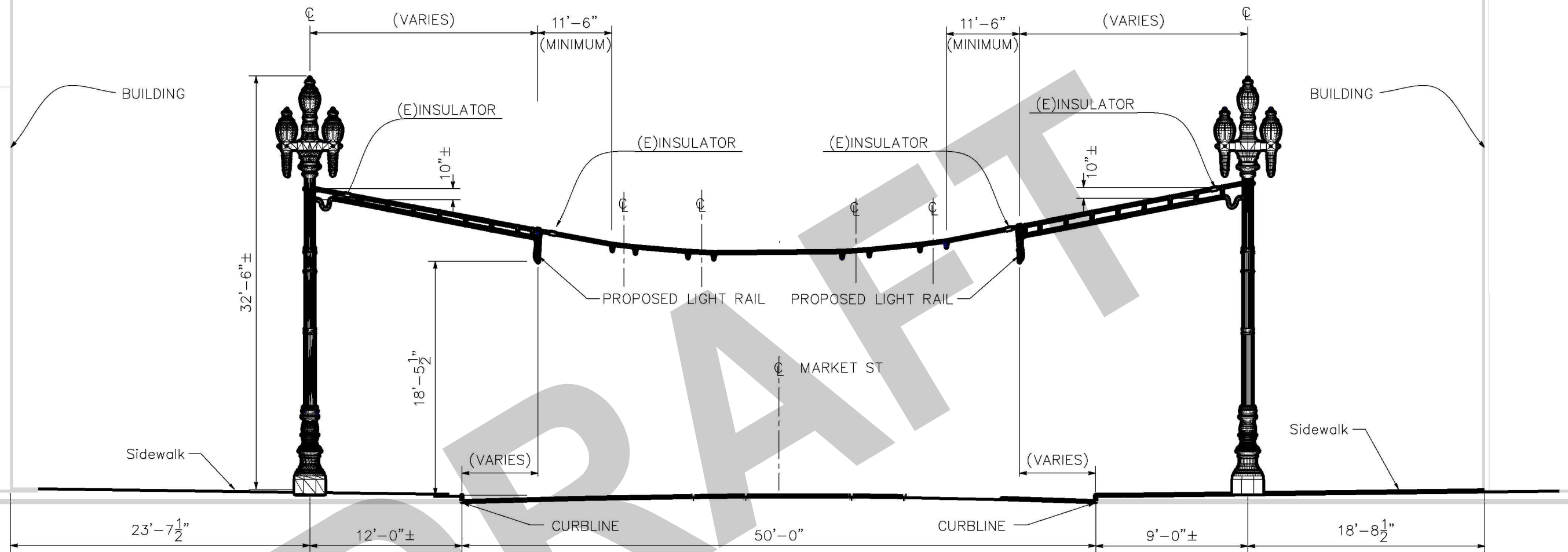
The long term goal of Illuminate the Arts is to elevate awareness of the importance of art and stimulate greater giving to the arts. This includes increased sponsorship, organizing other art installations and providing grants to artists and arts organizations. In a way, LightRail brings the energy created by The Bay Lights – Illuminate the Arts' initial project – all the way into the heart of San Francisco.

For these and many other reasons, we whole heartedly support the effort to make LightRail a reality.

Best regards,

Dina Hilliard
Executive Director
North of Market/Tenderloin Community Benefit District





LIGHTRAIL - TYPICAL CROSS SECTION
NOT TO SCALE

THIS PLAN ACCURATE FOR ELECTRICAL WORK ONLY.

REV	DATE	BY	APP	REG NO	EXPIRES	SEAL HOLDER	DESCRIPTION

DESIGNED BY
L. BERGERON
DRAWN BY
L. BERGERON
CHECKED BY
D. OTO
IN CHARGE
B. NADELL
DATE
SDATE#

lightrail

BLEYCO

PARSONS BRINCKERHOFF

ZOON engineering

kapsch

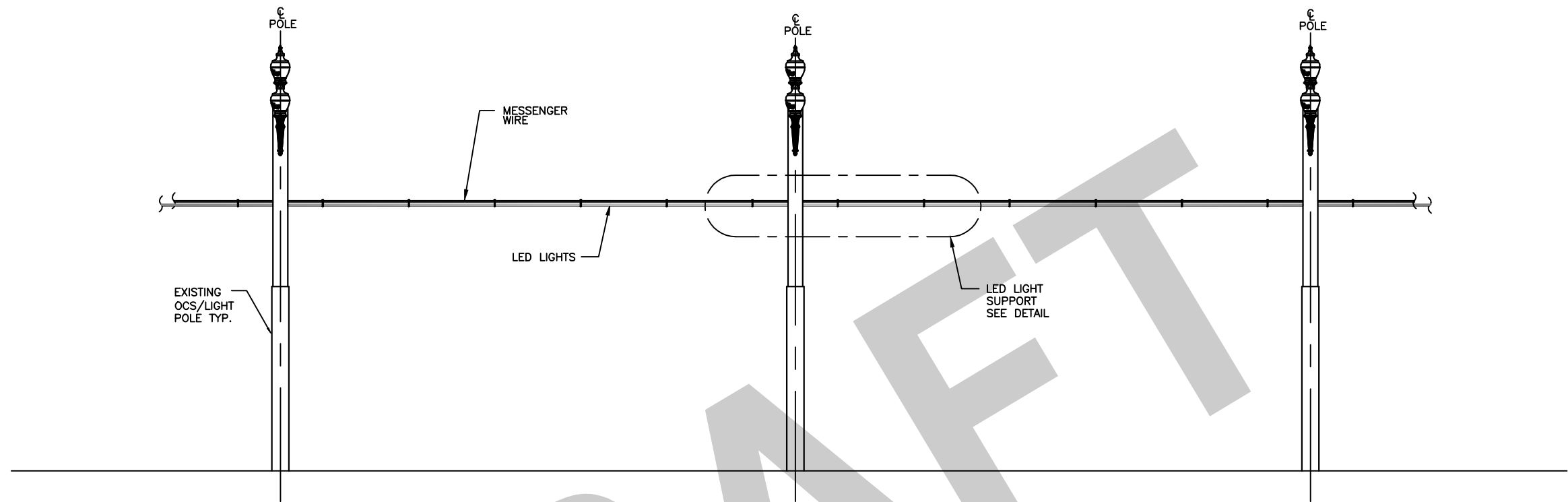
LIGHTRAIL PROJECT
ELECTRICAL PLAN

LIGHTRAIL - TYPICAL CROSS SECTION

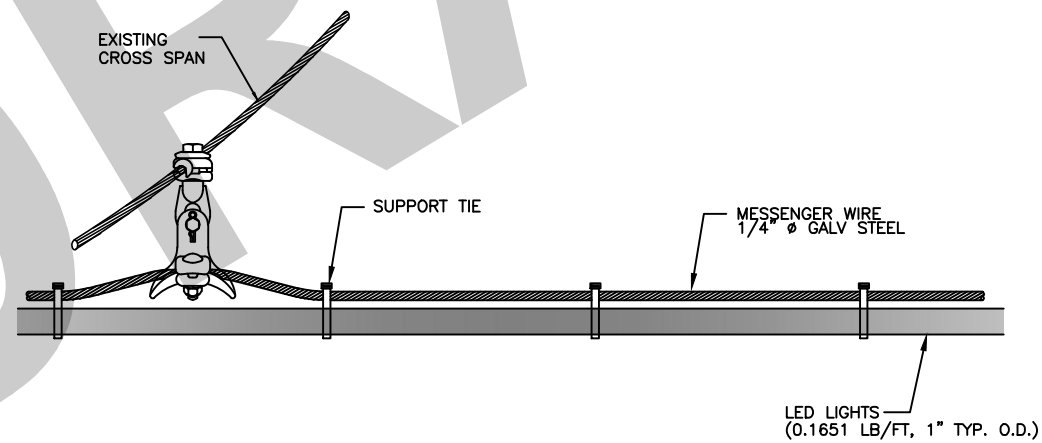
CONTRACT NO.	CONTRACT #
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Plot Driver=\$PLTDRVS\$ Pentable=\$PENTBLS\$



TYPICAL LED LIGHT SUPPORT SPANS



TYPICAL LED LIGHT SUPPORT DETAIL

THIS PLAN ACCURATE FOR ELECTRICAL WORK ONLY.

REV	DATE	BY	APP	REG NO	EXPIRES	SEAL HOLDER	DESCRIPTION

DESIGNED BY

DRAWN BY

CHECKED BY

IN CHARGE
B. NADELL

DATE
SDATE#

**LIGHTRAIL PROJECT
ELECTRICAL PLAN**

MARKET ST. - LED LIGHT SUPPORT SPANS

CONTRACT NO	CONTRACT #
DRAWING NO	REV
DRAWING 002	000
SCALE	NO SCALE
OCS-002	

\$USER\$
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\$DATE\$
\$FILE\$



Executive Director

Kearstin Krehbiel

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Cindy Burkowski
Thomas Butler
Peter Fortune
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Neil Gehani
Justin Kelly
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Naomi Lempert Lopez
Ye-Hui Lu
Nan McGuire
Richard Munzinger
Tito Patri
Scott Preston
Sharon Seto
Lisa Watada
Jane Winslow
Catherine Wong

Date: 7/29/2014

To Whom It May Concern:

San Francisco Beautiful endorses The LightRail Project public art installation by artists George Zsiadis and Stefano Corazza and presented by Illuminate the Arts to support art, activate and unify the two- mile stretch of Market Street from Embarcadero to Van Ness.

LightRail is the world's first subway-responsive light sculpture, designed with thousands of LED lights strung for two miles along San Francisco's iconic Market Street, from Van Ness Avenue to The Embarcadero. The installation visualizes the real-time movement of underground trains along this historic street and it will transform San Francisco's main artery by highlighting the crucial importance of public transit for the future of our cities in a beautiful and compelling way.

A group of citizens, neighbors, friends and philanthropists, San Francisco Beautiful, has been committed to make San Francisco an extraordinary place. We appreciate the efforts of the team and engineers to minimize visual impacts on the "Path of Golden Lights".

While we are still concerned about impact to drivers, we do believe that this project will bring focus to Market St. and bring the underground life on the street. Please keep us updated with the progress of the project.

We support the efforts of Illuminate the Arts to beautify and bring the focus back to Market St. and make San Francisco beautiful.

Best,

Komal Panjwani
Policy Manager

100 Bush Street, Suite 1812
San Francisco, CA 94104

www.sfbeautiful.org
info@sfbeautiful.org
415-421-2608





To Whom It May Concern:

This is a letter in support of the LightRail art installation by artists George Zisiadis and Stefano Corazza and presented by Illuminate the Arts.

LightRail is the world's first subway-responsive light sculpture, designed with thousands of LED lights strung for two miles along San Francisco's iconic Market Street, from Van Ness Avenue to The Embarcadero. This installation will pass directly through the three blocks of our district that border Market Street, and is right in line with the Union Square Business Improvement District's mission to enhance and promote the neighborhood as a clean, safe and vibrant community for those who live, work and visit there.

The installation visualizes the real-time movement of underground trains along this historic street. It will transform San Francisco's main artery into a scene of wonder and awe for millions – while highlighting the crucial importance of public transit for the future of our cities in a beautiful and compelling way.

The long term goal of Illuminate the Arts is to elevate general awareness of the importance of art and stimulate greater giving to the arts, including by sponsoring and organizing other art installations and projects and promoting giving campaigns for and providing grants to artists and arts groups. In a certain way LightRail brings the energy created by The Bay Lights – Illuminate the Arts' initial project – all the way into the heart of San Francisco.

For these and many other reasons I whole heartedly support the effort to make LightRail a reality.

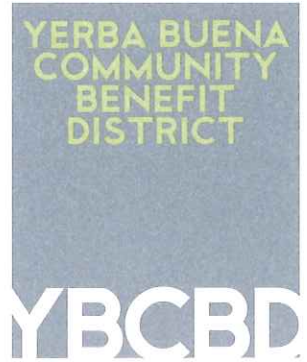
Best regards,

Karin Flood
Executive Director

Manuela King, Chairperson, Streetscapes & Beautification Committee
Union Square Business Improvement District

UNION SQUARE BUSINESS IMPROVEMENT DISTRICT

323 GEARY STREET, SUITE 203, SAN FRANCISCO, CA 94102
TEL: (415) 781-2985 FAX: (415) 781-0256 VISIT UNIONSQUARESF.COM



July 24, 2014

To Whom It May Concern:

On behalf of the Yerba Buena Community Benefit District (YBCBD) Board of Directors, we're writing to support the temporary LightRail art installation by artists George Zisiadis and Stefano Corazza and presented by Illuminate the Arts.

LightRail is the world's first subway-responsive light sculpture, designed with thousands of LED lights strung for two miles along San Francisco's iconic Market Street, from Van Ness Avenue to The Embarcadero.

The temporary installation visualizes the real-time movement of underground trains along this historic street and it will transform San Francisco's main artery into a scene of wonder and awe for millions—while highlighting the crucial importance of public transit for the future of our cities in a beautiful and compelling way.

The long term goal of Illuminate the Arts is to elevate general awareness of the importance of art and stimulate greater giving to the arts, including by sponsoring and organizing other art installations and projects and promoting giving campaigns for and providing grants to artists and arts groups. In a certain way LightRail brings the energy created by The Bay Lights – Illuminate the Arts' initial project – all the way into the heart of San Francisco.

Projects like LightRail support our efforts to improve the streets and public space in Yerba Buena. The project complements our overall plan, the Yerba Buena Street Life Plan, and is closely aligned with our Yerba Buena Public Art Plan.

We are pleased to support the LightRail art installation on Market Street.

Sincerely,

A handwritten signature in blue ink, appearing to read "Lawrence Li", is written over a horizontal line.

Lawrence Li
YBCBD Board Chair