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**San Francisco, CA 94102**  
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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 that reads 'Donald W. Savoie'. The signature is written in a cursive, slightly slanted style.

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



central market community benefit district

901 market street, suite 490  
san francisco, ca 94103

e / info@central-market.org  
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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,

A handwritten signature in blue ink, appearing to read "Tracy Everwine".

Tracy Everwine,  
Executive Director



**June 4<sup>th</sup>, 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 black ink, appearing to read "Josette Melchor". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

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



August 29, 2014

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.

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 by sponsoring and organizing other art installations and projects, promoting giving campaigns, 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,

A handwritten signature in black ink that reads "Deborah Cullinan". The signature is fluid and cursive.

Deborah Cullinan

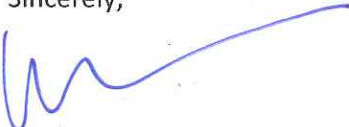
September 10, 2014

To: Ben Davis  
Founder/CEO  
Illuminate the Arts  
% Pacific Crest Group  
810 5th Avenue, Suite 200  
San Rafael, CA 94901

Dear Public Official,

At SFMOMA, we believe in the power of art to change lives. Public art provides access to this power for all. For this reason, we supported The Bay Lights project, which has garnered significant attention and recognition as a wonderful example of audience engagement and civic impact. The organization that created it, Illuminate the Arts (ITA), is now proposing a project called LightRail for the City's mid-Market redevelopment area. The installation visualizes, with pulses of color, 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. We support the efforts of ITA and their ambition to create another civic success, further evolving the tradition of public art in San Francisco.

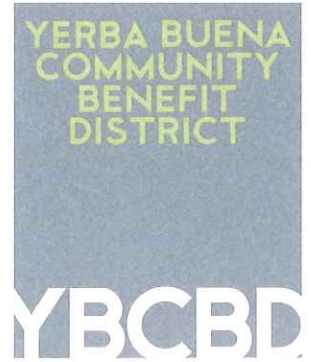
Sincerely,



Neal Benezra  
Director, SFMOMA

San Francisco Museum of Modern Art  
151 Third Street  
San Francisco, CA 94103-3107  
Tel 415.357.4000 Fax 415.357.4037

**SFMOMA**  
on the go



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 light blue horizontal line.

Lawrence Li  
YBCBD Board Chair

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.

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.

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

Best regards,

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



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