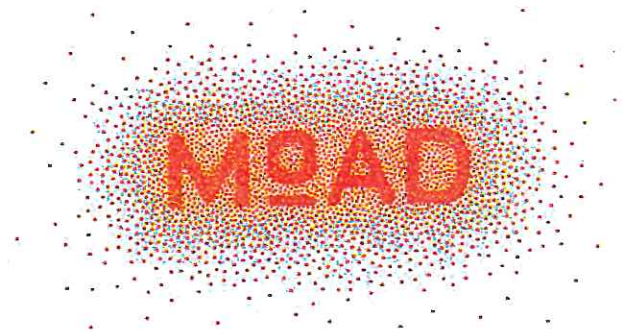


Museum of the African Diaspora



September 23, 2015

The Honorable Tim Grayson
And
Concord City Council
1950 Parkside Drive
Concord, CA 94519

Dear Mayor Grayson and the City Council of Concord,

My name is Linda Harrison, I am the President/Executive Director of the Museum of the African Diaspora (MoAD) in San Francisco. I write to you today as a member of the San Francisco Cultural community that supports Lennar Urban being the company of choice and confirmed as the master developer for the transformation of the Concord Naval Weapons Station.

We understand that the Concord Reuse Project Area Plan will build over 12,000 housing units, 6.1 million square feet of commercial space, and rehabilitate about 2,300 acres near the North Concord/Martinez BART Station. I am sure that this project will include community facilities, green space, and affordable housing.

You may wonder why would this project be of interest to me and even more important why you should choose Lennar Urban to be your master developer. Two words come to mind--thoughtful collaboration. As the executive director of a cultural institution, I have numerous opportunities to work with our San Francisco City Government and with various developers of residential, commercial, and cultural projects. The collaboration and inclusiveness of the various stakeholders from the beginning of a project of this scope to the completion and the post-project commitment to the community is critical to its success.

There is no question in my mind that working with a company that has a strong track record of supporting existing organizations (business and non-profit) is critical. Lennar Urban is that company. Lennar Urban takes a proactive approach with cultural institutions that will support a new community. I have personally experienced and viewed how they take a hands-on approach to make sure that services are available and access to the arts are available to families and schools in the Bayview Hunters Point Transformation Project in San Francisco. Lennar Urban has consistently gone above and beyond the call to support MoAD.

Lennar Urban supports our *MoAD in the Neighborhood* initiative where we bring the museum to the Bayview, specifically for students that could not afford to come to the museum. Lennar went a step further with their support to us as a cultural institution when they realized that we did not have updated technology and computer systems to handle our operations more effectively, so

www.moadsf.org

685 Mission Street San Francisco California 94105

p 415.358.7200 f 415.358.7252

Museum of the African Diaspora

they purchased new technology for the museum. This was not a photo opportunity moment. This is what I call an organization doing something good while no one is looking. Lennar is that kind of company.

It is equally important for an organization to have a strong and thoughtful approach to design that works well for the community, encourages engagement from the community, and considers various community needs in the overall project from the beginning and not as an after thought. Lennar Urban is that company.

Finally, it is important for an organization to be a good corporate citizen. Treating the people within an organization with respect and thoughtfulness is a key indicator in my mind to how that organization will treat the people they will be working with as clients. It is a window into their core values. Lennar Urban is such a company.

I look forward to the development of the Concord Naval Weapons Station Project as a vibrant East Bay Community. A community that will be a part of the greater San Francisco Bay Area community, and a community that hosts collaborative cultural events for families to enjoy.

Please feel free to follow up with me at 415.358.7212 if you would like to discuss my support of Lennar Urban as the master developer of choice.



Sincerely,
Linda Harrison
President/Executive Director
Museum of the African Diaspora