

June 29, 2009

Dear Neighbor:

As you may know, the Masonic Center has partnered with Live Nation and is applying for a Conditional Use Permit to allow for upgraded food and beverage service (unlike the temporary permits we currently get for every event). This exciting partnership and upgrade to our facilities will bring improvements for the Masonic Center and the neighborhood. As a neighbor of the Masonic Center, it is important to us that you stay updated on the plans being proposed and provide us your feedback.

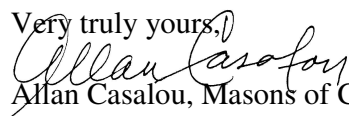
In our sincere effort to reach out to our neighbors and answer any questions you may have about the plans for the Masonic Center, we are walking door to door to distribute information and make sure you know who to contact if you have any questions or concerns (contact information below).

Key facts include:

- ✓ We are committed to maintaining a tone and quality of performers that is compatible with the neighborhood. The Masonic has hosted leading musicians, comedians and lecturers since its opening in 1958 and that tradition will continue. Live Nation was chosen as our partner in managing the Masonic Center because of their experience and professionalism. Live Nation and its predecessor, Bill Graham Presents, have been promoting concerts in our building on Nob Hill since 1972. They have promoted more than a dozen events here recently and one as late as June 21. There have been no arrests, assaults, or underage drinking; nor has there been harm done to Huntington Park.
- ✓ The changes being made to the auditorium are not intended to increase attendance at events. Rather, the changes are being made to make the auditorium more flexible to meet the needs of future events and are purely interior in nature. The newly tiered floors will be able to accommodate seats, standing room, or banquet tables. The occupancy is set by building code and the only way to expand capacity would be to expand the walls of the building. When the Code is applied to this new configuration in the auditorium, it slightly increases the capacity by about 200 (from a maximum capacity of about 3,280 to 3,481 persons). This increase is offset by decreased capacity in the exhibition hall, where concurrent events have been held in the past, so that the overall capacity of the building is not altered.
- ✓ The Masonic booked in excess of 200 events in 2008 with some 140 licenses provided to different operators. The partnership with Live Nation will allow one operator to streamline operations and provide a more professional approach to logistics both inside and outside the building. Furthermore, the total number of events days is actually envisioned to decrease.

The Masonic Center and Live Nation have been diligently working to address concerns about the project and have proposed 25 draft conditions of approval to date. Please see the back of this letter for a partial list of these conditions and visit our website for a full list.

Thank you again for your time. If you are interested in setting up a meeting for you or your neighbors, or have questions/concerns about our plans, please contact our community relations representative, Jennifer Longpré at 415-788-1000 ext. 200 or masoniccentersf@gmail.com. You can also check our website for project updates at www.masonicauditorium.com. We hope you will work with us to support this important project.

Very truly yours,

Allan Casalou, Masons of California


Lee Smith, Live Nation

Draft Proposed Conditions of Approval (partial list)

PARKING AND TRAFFIC

1. The Project Sponsor shall offer pre-paid parking to event attendees who purchase tickets in advance of the event date through an on-line ticket service. Such pre-paid parking passes shall specify the location of the garage for which the ticket has been paid (either the Masonic Center garage or any other nearby garage that enters into a cooperating agreement with the Project Sponsor for pre-paid parking) and the location of the garage's entrance.
2. The Project Sponsor shall minimize vehicular queuing on California Street by use of one or more of the following strategies during large events (in addition to Condition No. 5):
 - Increase traffic staffing inside the California Street garage entrance to increase the rate of vehicular entry to the garage.
 - Position security personnel (including San Francisco Police Department services when warranted) outside the garage to assist with controlling and directing traffic, including directing patrons to other nearby garages if and when the Masonic Center garage is full.
 - Convert the center lane of the existing garage entrance ramp to a second inbound lane to increase queuing room within the garage.
3. The Project Sponsor shall direct trucks and buses used by performers to park as far east as possible on California Street (but to the west of the white zone) to minimize conflicts with the 1177 California Street driveway and cross traffic onto California Street. Buses will not be allowed to park overnight.

LOADING

4. The Project Sponsor shall use the Pine Street loading dock for all loading and unloading to the commercial kitchen and for normal building operation supplies.
5. The Project Sponsor shall seek a special event "no parking" permit from the MTA for the area between the white zone and the Masonic Center's western property line whenever it anticipates loading or bus operations on California Street and direct trucks and buses to park in that zone. No double-parking shall be permitted. At other times, this curb zone shall be available for residential parking purposes.
6. To minimize noise during loading and unloading operations on California Street, the Project Sponsor shall install prior to loading and unloading activities a resilient surface material, such as rubber or vinyl, on truck ramps, pavement, sidewalk and the ramp and incorporate transition strips between different surfaces.

NOISE

7. The Project Sponsor shall provide electric shore power on the south side of California Street for event buses in order to ensure the quiet and clean powering of these vehicles while parked on the street. No engine idling or running of generators by any bus or truck (wherever parked) shall be permitted for any purpose, including during loading and unloading operations. Also, overnight parking will not be permitted.

OPERATIONS AND PERFORMANCE

8. The Project Sponsor shall appoint a community liaison officer to deal with issues of concern to the owners and occupants of nearby properties and shall give the Zoning Administrator and the owners of properties within 300 feet of the Project site boundaries written notice of the name, business address and telephone number of the community liaison officer.
9. The Project Sponsor shall maintain, update over time and provide to events personnel an events Operations Manual to include:
 - A security plan to ensure neighborhood safety before, during and after performances, including in Huntington Park.
 - Trash pick-up program after each event.