

# Program Themes

~ Programs ~

## Trust Vision

*Programs will establish the Presidio as a national and world-class park through communities of excellence with programs of national and international distinction.*

## What the GMPA Says



- The Presidio will be a lively and active community. The site will be used to create models of environmental sustainability, perfecting practices and technologies that can be transferred to communities worldwide.
- The Presidio will become a global center for exchanging ideas on critical environmental and societal challenges; a setting to find creative solutions to safeguard the future.
- Park partner programs will be complemented by park-related programming under four broad themes: stewardship and sustainability, cross-cultural and international cooperation; community service and restoration, health and scientific discovery.
- Presidio programs will be of national and international distinction.
- Programs will inspire visitors to learn about the Presidio's military history, the diversity of peoples who have lived and worked here, and its significant resources.

## Changed Circumstances and New Opportunities

- Park programming must be financed without federal appropriations.
- A health, life, and earth sciences user for the LAMC/LAIR facilities could not be found, and the site will instead house a digital arts center.
- Current communications and information technology trends have created new program opportunities.
- A feasibility study for a Presidio Institute is currently underway.

(A list of current park partners can be found on the internet at [www.presidiotrust.gov](http://www.presidiotrust.gov))

# Program Themes

~ Programs ~

## Proposed Planning Principles

### Fostering Community

Foster a community of residents and park partners that include non-profit organizations and private enterprise. Park partners will provide public outreach and enliven the post with programs of national and international distinction. Programs will be based upon an understanding of the Presidio's facilities, setting, and park purpose, and will be complemented by park-related programs and activities. (GMPA)



### Park Partner Participation

Encourage tenants to contribute to park programming in a variety of ways, including delivery of visitor services or cultural and educational programs accessible to the public; in-kind or financial contributions to support park programs; or core mission activities supporting the Presidio's centers of innovation, sustainability, education, history, culture, and the arts. (Modified GMPA)

### Presidio Communities

Create communities of innovation; education research and learning; sustainability; and/or history, culture and the arts. Make the Presidio a community where ideas are exchanged on critical environmental and societal challenges. (New and GMPA)

## ~ Questions to Consider ~

*(Send us your ideas - see the response sheet at the end of this booklet)*

1. What kinds of programs would you like to see at the Presidio (culture, history, arts, education, research, innovation, etc.)?
2. What programs would make the Presidio a special or unique place?
3. What kinds of organizations and/or businesses would you like to see at the Presidio?
4. What kinds of interactions should the Presidio community have with a broader community extending to the state, nation, and world?

# Community & Visitor Services

## ~ Visitor Amenities ~

### Trust Vision

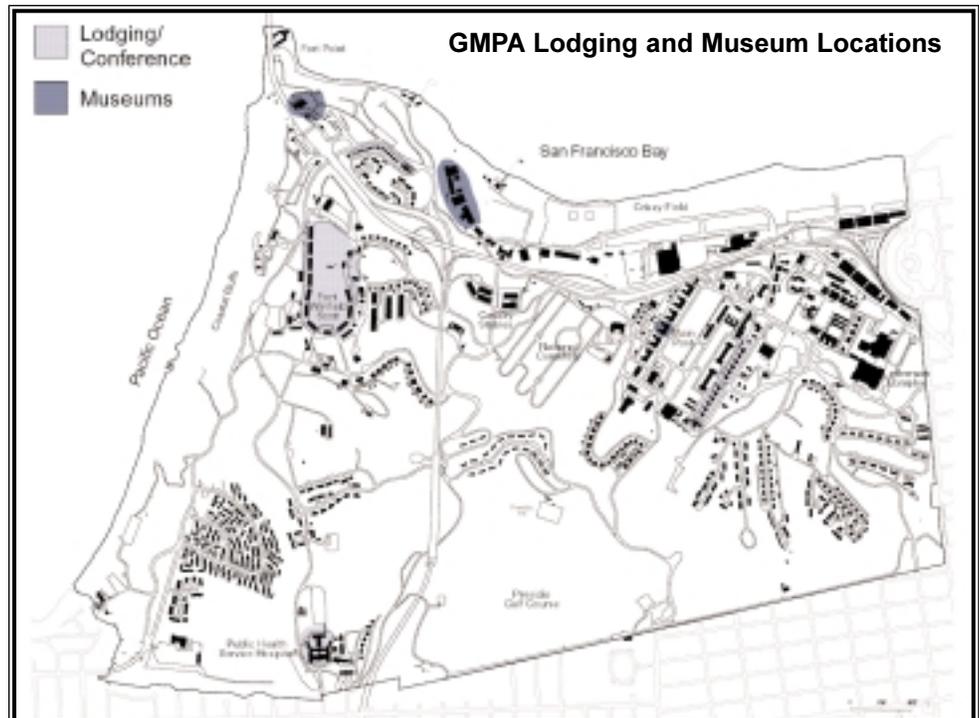
*Provide for availability of and access to resources and appropriate services and amenities to address the needs of Presidio visitors, tenants, and residents*

### What the GMPA Says

- The Presidio will be home to an exciting array of visitor activities. Facilities will be available to serve 6.5 million visitors projected in 2000, and 8.4 million visitors projected in 2010.
- A Presidio museum/visitor center at the main post will be the primary interpretive facility. Exhibits featuring historic artifacts, films, and other educational media will explore the Presidio's significant resources and stories.
- The Crissy Field Aviation Museum will relate the story of the airfield and the early phases of military air power.
- Living history interpreters, using the historic Presidio setting, will bring the past to life for visitors.
- National and international cultural centers will sponsor a dynamic schedule of performances, demonstrations, exhibitions, and exchange programs.
- The Presidio will be the setting for multicultural and environmental events, ceremonies, and cele-

brations of the arts, history and culture.

- Lodging will be provided for up to 720 guests, including conference facilities.
- Provide for safe and enjoyable recreational use.



### Changed Circumstances and New Opportunities

- Building 102 is under rehabilitation as the William Penn Mott Jr. Visitor Center.
- The Presidio has seen a steady increase in visitation since its conversion to a national park. Visitor projections need to be updated, and the appropriate mix of visitor amenities may warrant a fresh look.
- With visitors numbering in the millions each year, there

may be new opportunities to provide overnight lodging, museums and cultural programs, or special events to visitors who wish to make the Presidio a major destination.

- Trust must evaluate the economics of visitor amenities and programs in view of financial self-sufficiency requirement.

# Community & Visitor Services

## ~ Visitor Amenities ~

### Proposed Planning Principles

#### Interpretation and Education

In collaboration with the NPS and park partners, foster public commitment to preserving the Presidio's natural, cultural, scenic, and recreational resource values by providing educational opportunities for visitors. Through interpretation and outreach, reveal the meanings and relationships of the Presidio's history, both pre-historic and military, and rich resources. Programs would heighten visitor appreciation and respect for the park. (Modified GMPA)



#### Visitor Activities

Provide meaningful opportunities for visitor activities and experiences on a variety of themes associated with Presidio resources. (New)

#### Lodging

Provide a variety of lodging experiences for park visitors and participants in park programs. (New)

#### Recreation

Recreation facilities will be open to the public and complement outdoor areas. (Modified GMPA)

### ~ Questions to Consider ~

*(Send us your ideas - see the response sheet at the end of this booklet)*

1. What visitor amenities and uses could be available at the Presidio?
2. What types of museums are appropriate at the Presidio and where might they be?
3. What types of accommodations should there be for visitors and where might they be located?
4. How might recreational opportunities be improved or changed?

# Community & Visitor Services

~ Housing ~

## Trust Vision

*Provide for availability of and access to resources and appropriate services and amenities to address the needs of Presidio visitors, tenants, and residents*

## What the GMPA Says

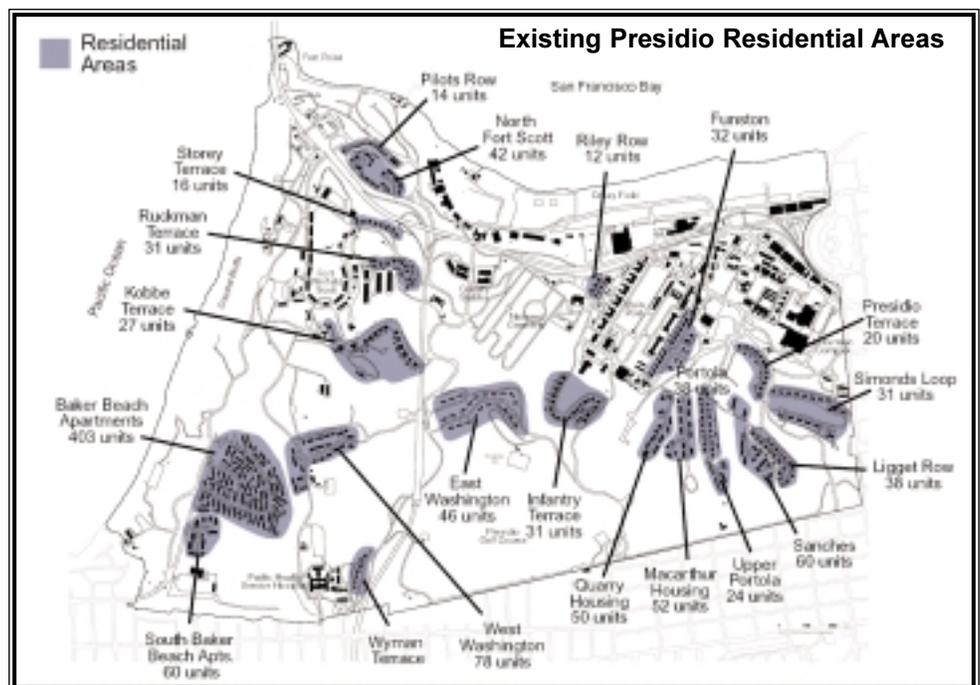
- Provide housing for military, park, and park partner staff and accommodations for visitors to create a lively and active community.
- Sixth U.S. Army will use 550 to 600 units indefinitely and 200 to 300 units on interim basis. When the military leaves, housing units will be removed.
- About 2,000 people will live in the Presidio in 2010, and approximately 720 people will stay onsite as guests (over half in conference facilities). Certain units will be converted to overnight accommodations and guest lodging.
- Over 50% of estimated new housing demand will be accommodated. There will be about 4,800 jobs onsite by the year 2010. The annual economic benefit to the region in direct employment will be nearly \$130 million.
- Goal is to match cost of housing to income levels of workforce, reflect the socioeconomic profile of Presidio employees.
- Baker Beach housing and units in El Polin Springs area will be removed to increase open space.

### GMPA Housing Treatment

Proposed Uses	No. of Units/ Buildings - ShortTerm	No. of Units/ Buildings - Long Term
Visitor Lodging/Training and Conference Accomodations	81/35	96/42
Residential Use	953/317	506/226
Removal	158/30	590/114

## Changed Circumstances and New Opportunities

- The Sixth Army no longer occupies Presidio housing. Housing stock may not meet present day demand of Presidio-based employees.
- A different jobs/housing balance than in the GMPA may be desired or warranted.
- Trust housing initiatives to accommodate a broad spectrum of Presidio-based employees warrant evaluation in a Presidio-wide context.
- Baker Beach housing has been retained and is currently in use; only 63 units have been demolished since 1994.



# Community & Visitor Services

~ Housing ~

## Proposed Planning Principles

### **Residential Community**

Provide a full range of housing for people who work at the Presidio to create a lively community that contributes to the site. Make site improvements to enhance livability of neighborhood areas and foster a sense of community. (GMPA)



### **Community Services and Facilities**

Centralize activities and essential services. Reinforce the neighborhood concept by providing some facilities and services within walking distance of housing. Provide for shared use of community facilities by park/program staff, visitors, and Bay Area residents. (GMPA)

## ~ Questions to Consider ~

*(Send us your ideas - see the response sheet at the end of this booklet)*

1. How should the Trust achieve a jobs/housing balance?
2. If appropriate, where should new housing be located?
3. How can a sense of community be fostered at the Presidio?
4. How should Presidio-based employee housing demand be met (e.g., building conversion, rehabilitation, new construction)?