



REQUEST FOR
CONCEPT
PROPOSALS

CULTURAL INSTITUTION

**AT THE FORMER
COMMISSARY SITE**

Crissy Field District
Presidio of San Francisco
November 15, 2012



1928 Aerial of Crissy Field and Main Post

15) (10-20-25)
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OPPORTUNITY

The Presidio Trust (Trust) is seeking an experienced organization or a consortium of organizations to establish a cultural institution of note on the site of the former Commissary in the Crissy Field District of the Presidio of San Francisco.

The Trust has identified the following six goals for this opportunity. These goals were developed in recognition of the site's prominence and its natural and cultural setting, and they support the Trust's larger goal of providing the public with cultural and educational experiences of exceptional and enduring quality. The Trust is open to forming partnerships with interested parties and is interested in exploring ideas about the different ways that the facility could be operated and governed.

1. **Enhance visitors' experience of the Presidio.**
2. **Provide programmatic offerings that are fresh and vital, that connect to broader themes, and that stimulate imagination and creativity. Offer cross-disciplinary programming that can be effective in advancing knowledge that has broad and lasting relevance.**
3. **Be compatible with the magnificent natural and cultural setting along Crissy Field and San Francisco Bay and responsive to the Trust's *Mid-Crissy Area Design Guidelines* and LEED requirements.**
4. **Complement current uses and activity in the Presidio, and integrate well with plans for Crissy Field and the Main Post.**
5. **Welcome a broad cross-section of the community in a manner that reflects and reaffirms the public nature of the Presidio. Be transparent and active in engaging the community.**
6. **Be economically viable.**

EVALUATION PROCESS

Schedule

This RFCP initiates a two-step process. Concept proposals are due March 1, and will be reviewed within 30 days. The Trust may select several respondents, a single respondent, or may decide not to proceed with any of the proposals.



Crissy Marsh



Crissy Field District

Former Commissary Site

In the event that respondents to this RFCP are selected for further participation, they will be invited to submit fully-formed proposals in April. At that time, the Trust will request a detailed program proposal, architectural designs, a funding strategy, and an operations plan. The Trust's intent in undertaking a two-step process is to open the opportunity as widely as possible in order to benefit from the creativity and insight of respondents and the public. The Trust expects to make a final decision in September 2013.

Transparency

The former Commissary site is both spectacular and beloved by the public. The Trust will make the selection process, design consultation, and eventual programming as transparent as possible. Concept proposals will be posted on the Trust website along with project-related documents. The Trust will also respond to questions via FAQs that will be updated on the website. As part of the process, the Trust will require proponents selected for the second round to present their concepts to the public early in the spring. Proponents will also present their refined proposals before the end of the selection process.

BACKGROUND

Presidio of San Francisco

The Presidio of San Francisco, founded in 1776 by Spain, is the birthplace of San Francisco. It was a U.S. Army post from 1846 to 1994, and was designated a National Historic Landmark District in 1962. Today, it is the gateway to the Golden Gate National Recreation Area, the largest urban national park in the country. The Presidio's 1,490 acres include 469 historic buildings, a 300-acre historic forest, diverse landscapes and natural areas, important archaeological sites, 24 miles of trails, scenic overlooks, and other recreational facilities. It is home to 280 native plant species and more than 200 species of birds and other wildlife. Approximately thirty-five hundred people work in the Presidio for businesses, non-profit and cultural organizations, and government agencies; another three thousand live in the Presidio. Four million people visit annually.



Crissy Field was the birthplace of West Coast Aviation.



1857 U.S. Coast and Geodetic Survey showing the Salt Marsh

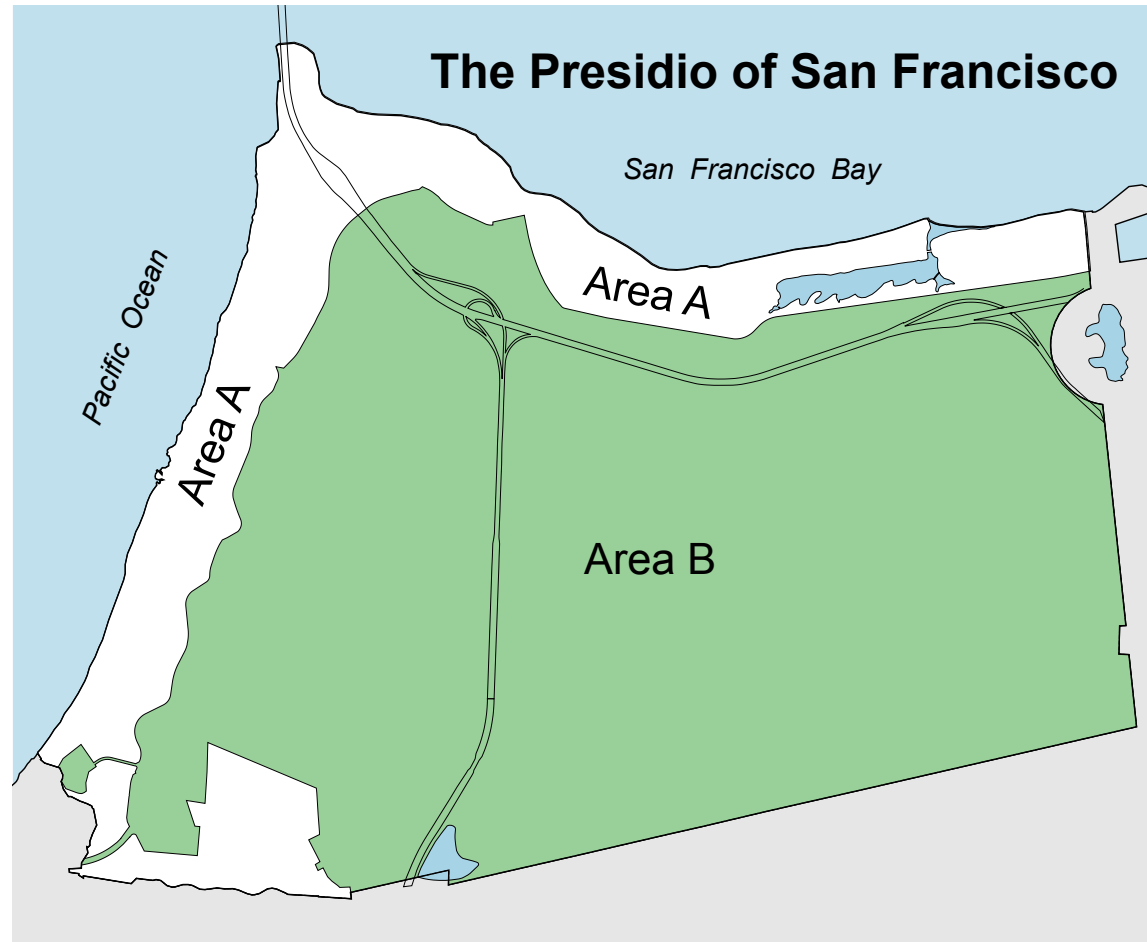
Presidio Trust

The Presidio Trust was established by the United States Congress in 1996 by the Presidio Trust Act (P.L. 104-333) to save an historic American place and transform it to fulfill a new national purpose. The Presidio's transformation into a national park site is one of the most interesting and remarkable base realignments in the country – one that is bringing together funding and expertise from government, the private and non-profit sectors, and the philanthropic community.

The Trust has jurisdiction over the interior portions of the Presidio, or Area B. The National Park Service oversees the Presidio's coastal areas, or Area A. The former Commissary site is wholly within Area B.

SITE DESCRIPTION

The Presidio's Crissy Field district extends from the Marina Gate at Mason and Bay Streets to Fort Point and the Golden Gate Bridge. The *Mid-Crissy Area Design Guidelines*, which can be found on the Trust website, www.presidio.gov, address the area of Crissy Field east of Building 640 and west of Halleck, north of Doyle Drive and south of the Crissy Marsh and Mason Street. The *Guidelines* are intended to steer the redevelopment of the area in a manner that enhances the whole of Crissy Field, that takes



The Presidio Trust oversees the interior 1100 acres of the Presidio, or Area B. The National Park Service oversees the 300 coastal acres, or Area A.

advantage of new connections to the Main Post, that protects the area's diverse resources, and that respects the character of the Presidio's National Historic Landmark District. The *Guidelines* apply to all projects in the Mid-Crissy area including building design as well as parking, circulation, and landscape upgrades. The Trust will use the *Guidelines* to evaluate project proposals.

The former Commissary (Buildings 610/653), a one-story structure of approximately 93,000 square feet, was built in 1989. The site is at the center of multiple efforts to transform the historic army post for public use: Crissy Field district itself, the Main Post to the south, and Tennessee Hollow Watershed to the east. Transecting all of these park-making efforts is construction of the Presidio Parkway, which replaces the 1937 Doyle Drive.

Sports Basement, a popular retailer and fitness program provider, currently leases the building, and the Presidio Parkway construction is adjacent to the site. The Trust is working with Sports Basement to relocate its operation within the Presidio. The completion of the Presidio Parkway is scheduled for the end of 2016. Updated construction information can be found at www.presidioparkway.org



2004 aerial

 Former Commissary Site



The Commissary was built by the U. S. Army in 1989. The 93,000 square foot building occupies one of the most prominent and beautiful locations in the Presidio.

Crissy Field

Crissy Field is a largely open site facing the San Francisco Bay and the Golden Gate Bridge. Extensive improvements to Crissy Field have been undertaken by the Golden Gate National Parks Conservancy, the National Park Service, and the Presidio Trust with generous support from the community. Sensitivity to the area will be a key factor in evaluating proposals.

The Crissy Marsh, the historic Crissy Airfield, and the Promenade have made the Presidio's bay front one of the region's premier recreational destinations. Building 603, to the east of the former Commissary, was rehabilitated to house the Crissy Field Center, a youth program center that is operated through a partnership of the Golden Gate National Parks Conservancy, the National Park Service, and the Presidio Trust.

The Trust has overseen rehabilitation of the historic hangar buildings along West Crissy, which house indoor recreation facilities such as a climbing gym, trampoline gym, and a children's swimming school.

East Beach features picnic areas, a cafe, and beach access. It is also the temporary home for the Crissy Field Center, which will move back to Building 603 after the completion of the Presidio Parkway.

Main Post

The Main Post is on the bluff south of the former Commissary. The Trust is revitalizing the Main Post as the heart of the Presidio. The Main Parade, which was a seven-acre parking lot at the center of the Main Post, has recently been transformed into an open green. The Presidio's first public lodging, Inn at the Presidio, opened in April 2012; additional lodging is contemplated in the Main Post. By the end of 2013, the Officers' Club, one of San Francisco's oldest buildings, will reopen after a complete rehabilitation and will house a Heritage Center, cafe, and venues for special events. A state-of-the-art archaeology lab and education center occupy the buildings behind the Officers' Club.

Tennessee Hollow Watershed

The Trust is restoring the Tennessee Hollow Watershed, which runs through the eastern third of the Presidio into the Crissy Marsh. Creeks and wildlife habitat are being restored, new trails traverse the watershed, and facilities at El Polín Spring provide stewardship and outdoor education opportunities.

Doyle Drive / Presidio Parkway

Doyle Drive, the east-west roadway that was built in 1937 to connect San Francisco to the Golden Gate Bridge, is being replaced with the

Presidio Parkway. The project is scheduled to be completed by the end of 2016. The Parkway will feature cut-and-cover tunnels that reconnect Crissy Field to the interior of the Presidio by way of the new tunnel-top bluffs. The principal bluff, the "Main Post Bluff," will form a striking backdrop to the site, and the former Commissary will be the primary point of intersection between Crissy Field and the Main Post.

More information about the Presidio Parkway can be found at www.presidioparkway.org.



Great Egret in Crissy Marsh



The 1937 elevated Doyle Drive is being replaced with the Presidio Parkway which will reconnect Crissy Field to the Presidio's Main Post. The former Commissary is to the left.



Crissy Field evolved through the decades of intensive military use. The marsh was filled following the 1906 Earthquake and the area was used for the 1915 Panama Pacific International Exposition, attractions included a racetrack. Before the Golden Gate Bridge was built in 1937, the area was a major airfield. Crissy Field was named for Major Dana Crissy, who died in October 1919 during one of the first transcontinental test flights.



Crissy Field was a public recreational destination even when it was a military post. Today, it is the Presidio's front yard. The marsh was restored in 2001; the social life of Crissy Field blends with its natural beauty.

PROJECT GOALS

All proposals to develop the former Commissary site will be evaluated based on a demonstrated commitment to the six project goals.

1. Enhance visitors' experience of the Presidio.

As a national park site within the Golden Gate National Recreational Area and a National Historic Landmark District, the Presidio holds two of the nation's most important designations. Both the architecture and program proposed for a cultural institution in such a prominent location at the Presidio will be held to the highest standard. The Trust seeks a program that is at once a resource for the community and a national and international draw.

2. Provide programmatic offerings that are fresh and vital, that connect to broader themes, and that stimulate imagination and creativity. Offer cross-disciplinary programming that can be effective in advancing knowledge that has broad and lasting relevance.

Increasingly, museums of all kinds are looking to bring the arts, sciences, and history together to create a richer understanding of our world, of our culture and heritage, and to shape the future. It is hoped that the cultural institution will participate in cross-disciplinary programming

and contribute to advancing knowledge that has broad and lasting relevance.

The cultural institution must provide dynamic programming and changing exhibitions to engage repeat visitors. However the program is developed and whatever its ultimate focus, it must present multiple ways for visitors to engage with exhibitions, programs, and the site.

The San Francisco Bay Area has become an international center for research and enterprise focused on advancing technology and science; its cultural and educational environment includes more than 85 museums and major universities. This extensive network of intellectual resources creates opportunities for partnerships and innovative programming; it also sets the highest standards for research, exhibition, and program offerings.

3. Be compatible with the magnificent natural and cultural setting along Crissy Field and San Francisco Bay and responsive to the Trust's *Mid-Crissy Area Design Guidelines* and LEED requirements.

Reuse of the former Commissary site would be implemented under the 2002 *Presidio Trust Management Plan* (PTMP) and its accompanying Programmatic Agreement (PA), which identify a public process for review under the National Environmental Policy Act and the National Historic Preservation Act. The process entails

public engagement and input as well as consultation with the signatories and concurring parties to the PA.

Consistent with the provisions of the PTMP and its PA, the Trust developed design guidelines for the Mid-Crissy Area, which includes the former Commissary site. After public engagement and consultation under the 2002 PA, the Trust finalized the *Mid-Crissy Area Design Guidelines* in December 2011. The *Guidelines* are consistent with the planning guidelines for the Crissy Field district presented in the 2002 PTMP and delineate most of the major design elements. The chief objective of the *Guidelines* is to preserve and enhance views and be sympathetic with the dramatic natural and historic setting of Crissy Field. Further architectural consultation will be required once the final project has been selected.

Adherence to the PTMP and *Mid-Crissy Area Design Guidelines* will allow for the most straightforward redevelopment process; departure from the *Guidelines* would likely add complexity and time. In the PTMP the Trust identifies reuse of the existing building as preferable. Should new construction prove desirable to better accomplish the Trust's goals, the Trust will work with proponents, the public, as well as signatories and concurring parties to the PA to review new construction, evaluate its impacts, and insure a successful project.

The Trust requires a LEED Gold rating, at a minimum, for this project, which provides an opportunity to utilize up-to-date technologies and to incorporate practices that directly promote the health of the Crissy Marsh and the San Francisco Bay.

4. Complement current uses and activity in the Presidio, and integrate well with plans for Crissy Field and the adjacent Main Post.

The Trust collaborates with many entities to deliver programs and events. In addition, Presidio partners such as the Golden Gate National Parks Conservancy and the National Park Service, the Golden Gate Bridge District and Presidio tenants, including the Walt Disney Family Museum, Futures Without Violence, the Y, the Thoreau Center, and others, provide programs and exhibitions for the public. Through coordination and collaboration with these agencies and organizations, the cultural institution should enrich the experience of the park.

5. Welcome a broad cross-section of the community in a manner that reflects and reaffirms the public nature of the Presidio. Be transparent and active in engaging the community.

The Presidio Trust's goal is to welcome the public and make the Presidio accessible to all. Outreach to underserved communities is an essential component of the Presidio's role as an urban national park site. The facility should have a welcoming, public character; its programs as well as marketing strategies should be designed to engage a diverse audience. The Presidio Trust will look for inclusive outreach and pricing strategies when evaluating project concepts.

6. Be economically viable.

The proposed concept must result in a program that is economically viable. The Trust is open to exploring partnership arrangements to develop and operate the facility, but at this time does not assume that it would directly subsidize the facility's operations.

Charged by Congress to become financially independent of annual federal appropriations, the Trust generates revenues by leasing the park's buildings. All revenues are used to fund park operations, resource protection, public programs, and park enhancement projects. In balancing the diverse goals of different undertakings against this financial mission, the Trust looks to its tenants and partners to sustain their programs and also contribute to sustaining the Presidio.



Alcatraz

SUBMITTAL REQUIREMENTS

Schedule

Request for Concept Proposals (RFCP) available November 15, 2012.

Responses to the RFCP are due by 5:00 pm, March 1, 2013.

Respondents must submit five (5) copies including a redacted or “public copy” that complies with the requirements of the Freedom of Information Act. (See Appendix 1, “Use and Disclosure”) In addition, submitters must provide a PDF of the “public copy” of the concept proposal to be posted on the Trust website. All submittals become the property of the Trust.

The Trust will conclude its initial review of concept proposals by April 1, 2013 and intends to issue an RFP inviting submittals of fully-formed proposals.

Deliver proposal to:
The Presidio Trust
Attn: Tia Lombardi
Director of Cultural Affairs
103 Montgomery Street
P.O. Box 29052
San Francisco, CA 94129-0052

Questions

commissary@presidiotrust.gov

Submittal Contents

The submittal requirements are:

1. Transmittal letter including
 - a. Name of organization, or name and relationship of the organizations included in a consortium, if applicable
 - b. Description of leadership structure
 - c. Legal structure and date established, if applicable
 - d. Name, title, address, phone number and email of individual(s) authorized to negotiate on behalf of submitting organization(s)

2. Concept Proposal

The Trust is looking for thoughtful responses that address the Project Goals and respond to the five Tasks listed below. Concept proposals should not exceed 20 pages, excluding attachments.

TASK 1 Create a scenario for the best use of the former Commissary Building and site, and provide the Trust with your own evaluation of how your proposal meets the project goals. Include a concept for exhibition and education programs.

The following are activities that have been contemplated for the site. These suggestions should not be considered as requirements – they are neither exclusive nor exhaustive – and should not constrain responses.

1. Exhibition spaces for permanent and changing exhibitions
2. Indoor and outdoor activities
3. Educational programs and activities
4. Access to Crissy Field, the San Francisco shoreline, and Presidio trails
5. Ancillary high-quality food service
6. Theater and performance space
7. Large, visible green areas
8. Sculpture and art

TASK 2 Propose a conceptual plan to repurpose the former Commissary site in a manner that responds to the Mid-Crissy Area Design Guidelines.

Vignettes are welcome, but renderings and architectural plans will not be accepted at this stage of the process. Rather, please provide a narrative that describes the design and layout you envision and explain how the building will respond to the *Design Guidelines*.

TASK 3 Describe a funding strategy both for achieving the initial capital costs and for financing ongoing operations.

Identify potential revenue sources, such as retail, restaurant, and rental activities.

TASK 4 Describe how you envision that the facility could be best operated and governed and suggest what role the Trust might play.

Describe also how partnerships with existing Presidio tenants, the National Park Service, the Golden Gate National Parks Conservancy, and educational, cultural, research, and business entities would enrich the program.

TASK 5 Tell us what you think are the most important elements for success.

General Information

The Presidio Trust reserves the right to reject any and all responses and to waive technicalities as deemed to be in the best interest of the Trust. The Trust reserves the right to request additional information from a respondent(s) as deemed necessary to analyze responses.

In the event it becomes necessary to revise any part of this solicitation, addenda shall be created and emailed to registered entities that have provided an accurate email address. The Presidio Trust is not liable for any cost incurred by the submitter prior to signing a contract. The contents of this submittal may be included in contractual obligations if a contract ensues from this process.

Available Information

Additional information and studies that are pertinent to this opportunity can be found on the Trust's website www.presidio.gov or in the Trust Library at 103 Montgomery Street. This information includes:

1. *Mid-Crissy Area Design Guidelines*
2. *The Presidio Trust Management Plan*
3. *The Crissy Marsh Study*
4. *The Main Post Update*
5. *The Quartermaster Reach Environmental Assessment*
6. *The National Park Service's 1994 General Management Plan Amendment for Area A of the Presidio of San Francisco* (available in the Trust Library)

Insurance Requirements

Commercial General Liability, Business Automobile Liability, Workers' Compensation, and Professional Liability Insurance are required from entities that enter into a contract with the Presidio Trust. This information is being provided for informational purposes only. Insurance coverage and limits will be determined and an actual insurance requirement prepared based on the proposed project and operations.



View East – Commissary in the background

Photos courtesy of Robert W. Bowen Family, Caltrans District 4 Photography, GGNRA Park Archives, Jay Graham, Brian Pobuda, San Francisco Chronicle, San Francisco Public Library, Terry Schmitt, Art Zendarski

Appendix 1 — Use and Disclosure

Your submittal in response to this RFCP may be subject to the federal Freedom of Information Act (“FOIA”), 5 U.S.C. §552. Under the FOIA, only certain categories of information submitted to and in possession of the federal government are exempt from disclosure to the public upon request. In your submittal, you must properly identify all information that you believe is exempt from disclosure under the FOIA. Information that is not properly identified may be released by the Presidio Trust (“Trust”) without further review or consultation with you. Information that is properly identified may be released to a public requester under the FOIA only upon a finding by the Trust or by a court that it is not, in fact, exempt from disclosure.

Among the FOIA exemptions that may apply to information you submit is one that exempts “trade secrets and commercial or financial information obtained from a person and privileged or confidential.” 5 U.S.C. §552(b) (4). Courts have further defined these terms in specific situations. You may wish to seek legal advice on this and other FOIA issues, including other exemptions that may apply to the information you submit.

If your proposal does not contain information that you believe is exempt from disclosure under the FOIA, you must submit a letter to the Trust along with your proposal indicating that nothing in the proposal is exempt from disclosure.

If your submittal contains information that you believe is exempt from disclosure under

the FOIA, you must mark the cover of each document submitted as part of your proposal with the following legend:

The information specifically identified on pages _____ of this document constitutes information which the submitter believes to be exempt from disclosure under the federal Freedom of Information Act. The submitter requests that this information not be disclosed to the public, except as may be required by law.

You must also specifically identify the information on each page of the proposal on which exempt material appears, and must prominently mark each such page as follows:

CONTAINS INFORMATION THAT IS EXEMPT FROM DISCLOSURE UNDER THE FOIA

You must also submit to the Trust an additional complete copy of your proposal marked prominently on the cover as a “REDACTED COPY” with the information that you believe is exempt from disclosure permanently redacted such that this public copy may be posted on the Trust website without further review.

Failure to identify information in your submittal and/or failure to redact information from the public copy you submit will be treated by the Trust as a waiver of your claim to exemption from public disclosure under the FOIA for such information.

The Trust shall use the information that you identify in your submittal only for the evaluation

of your submittal. Please note, however, that if the Trust enters into a contract with you as a result of or in connection with the submittal, the Trust shall have the right to use the information as provided in the contract. In addition, if the same information is obtained from you or from another source, it may be used in accordance with such restrictions, if any, as may be placed on it by that source.

If a request of the Trust under the FOIA seeks access to information in the submittal that you have identified as exempt from disclosure under the FOIA, the Trust will notify you at your current address on file with the Trust in accordance with Executive Order 12600, and the Trust will provide you with an opportunity, on an expedited basis, to submit additional evidence and written argument in support of your position. If the Trust determines that some or all of the information claimed by you to be exempt from the FOIA is, in fact, subject to disclosure by the Trust under the FOIA, the Trust will notify you of this determination before the information is released. In order to receive notice in such situations, you must ensure that the Trust at all times has your current mailing address, phone number, facsimile number (if any), and electronic mail address (if any).

Questions

The Presidio Trust

Attn: Steve Carp, FOIA Officer

103 Montgomery Street, P.O. Box 29052

San Francisco, CA 94129

Phone: 415.561.5339 / Fax: 415.561.5308





The Presidio

The Presidio Trust

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