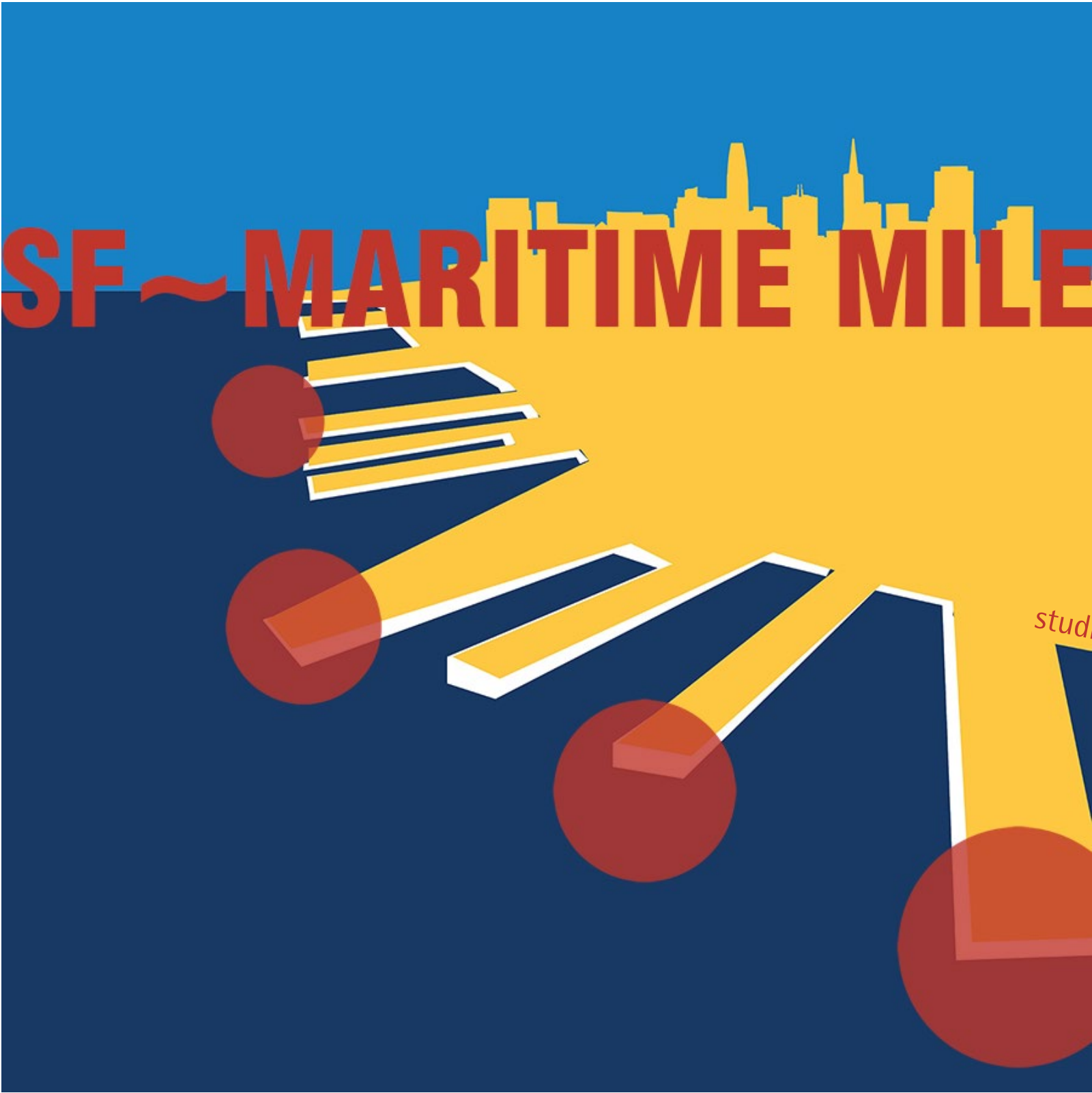


Pier ends as public destinations- a string of beacons: **THE MARITIME MILE**



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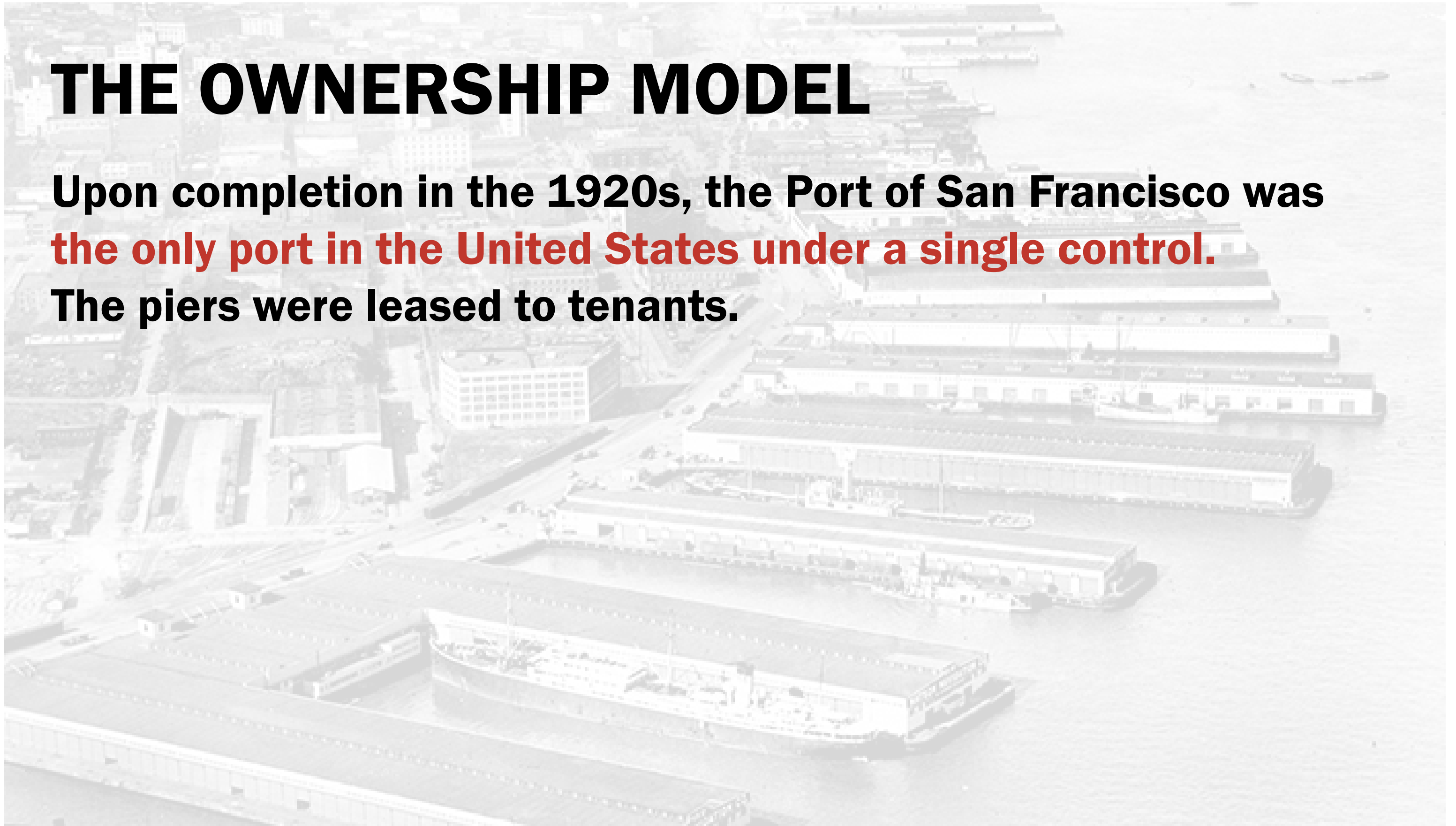


Pier ends as public destinations- a string of beacons: **THE MARITIME MILE**

THE OWNERSHIP MODEL

Upon completion in the 1920s, the Port of San Francisco was **the only port in the United States under a single control.**

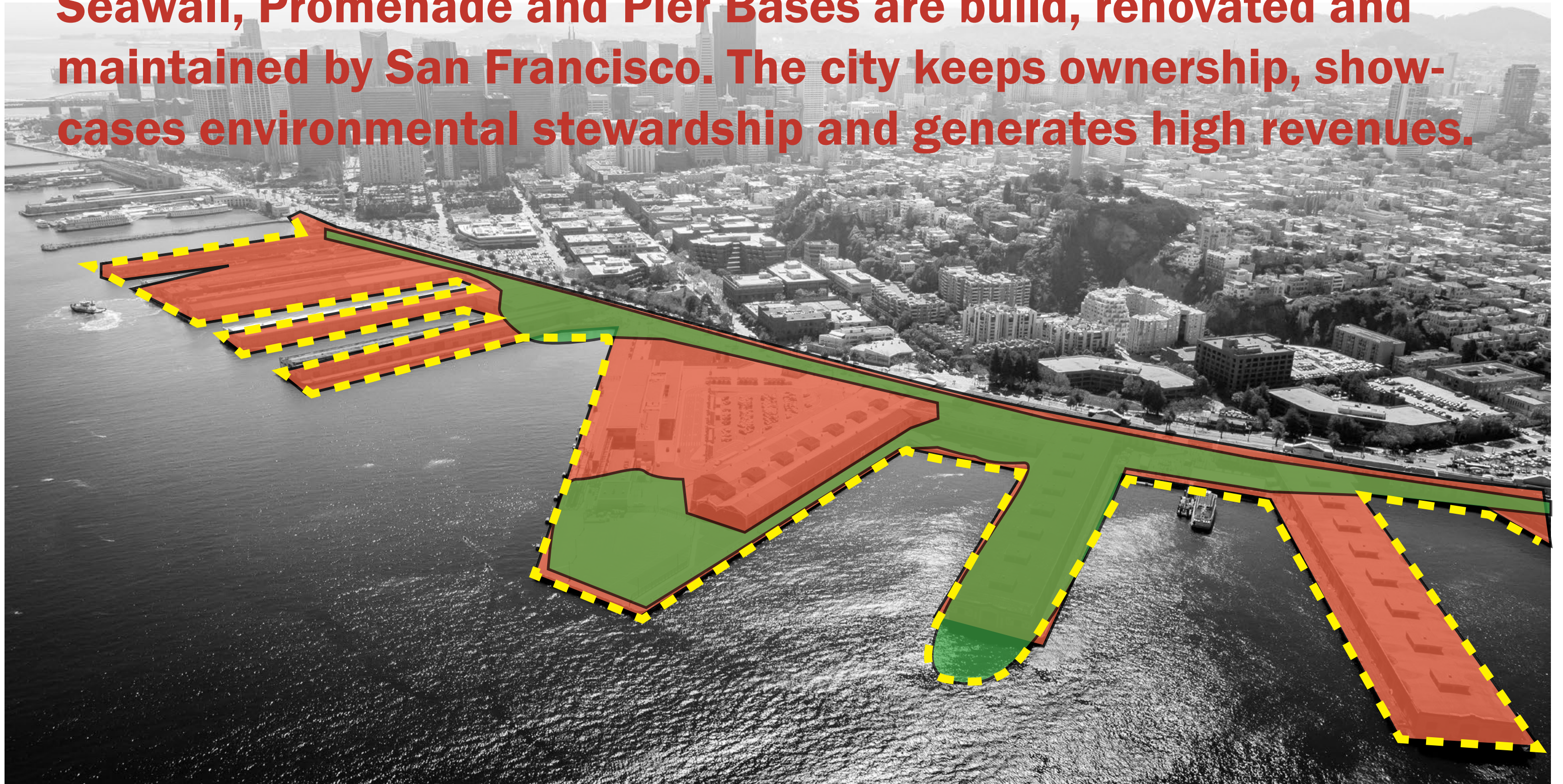
The piers were leased to tenants.



Pier ends as public destinations- a string of beacons: **THE MARITIME MILE**

THE SHORELINE REMAINS PUBLIC LAND

Seawall, Promenade and Pier Bases are build, renovated and maintained by San Francisco. The city keeps ownership, showcases environmental stewardship and generates high revenues.



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PIER ENDS ARE PUBLIC/PRIVATE ICONS

World-class design level cultural hubs are located at the Bay-side ends of the Piers as “Beacons of Culture”. The MARITIME MILE becomes a signature urban development of San Francisco.



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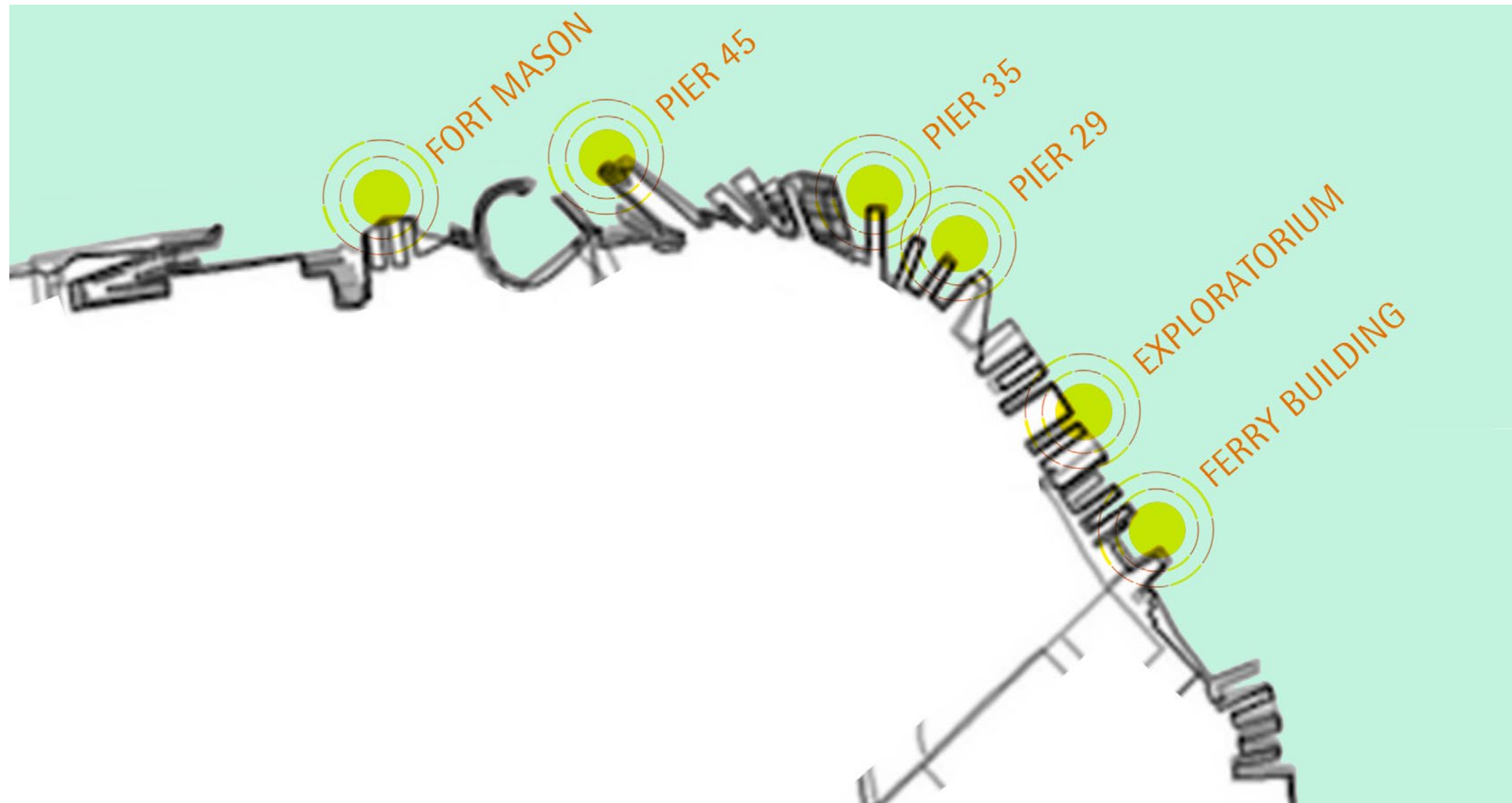
CULTURE + COMMERCE = REVENUES

The “Beacons of Culture” stimulate commercial activity on the Piers. Designated lots can be mixed-use retail/hotel/housing. A safe & attractive promenade invites locals and tourists



Pier ends as public destinations- a string of beacons: **THE MARITIME MILE**

Proposed “Beacons of Culture” are connected to existing cultural destinations by future promenade extensions along the shoreline, creating a string of beacons. Ex: Pier 39, Fort Mason, AT&T Park.

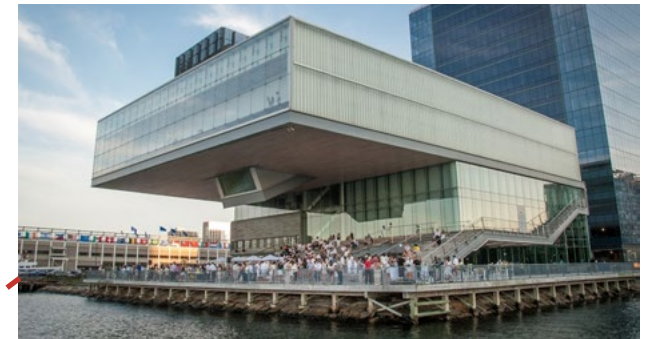


A seawall promenade...connecting...

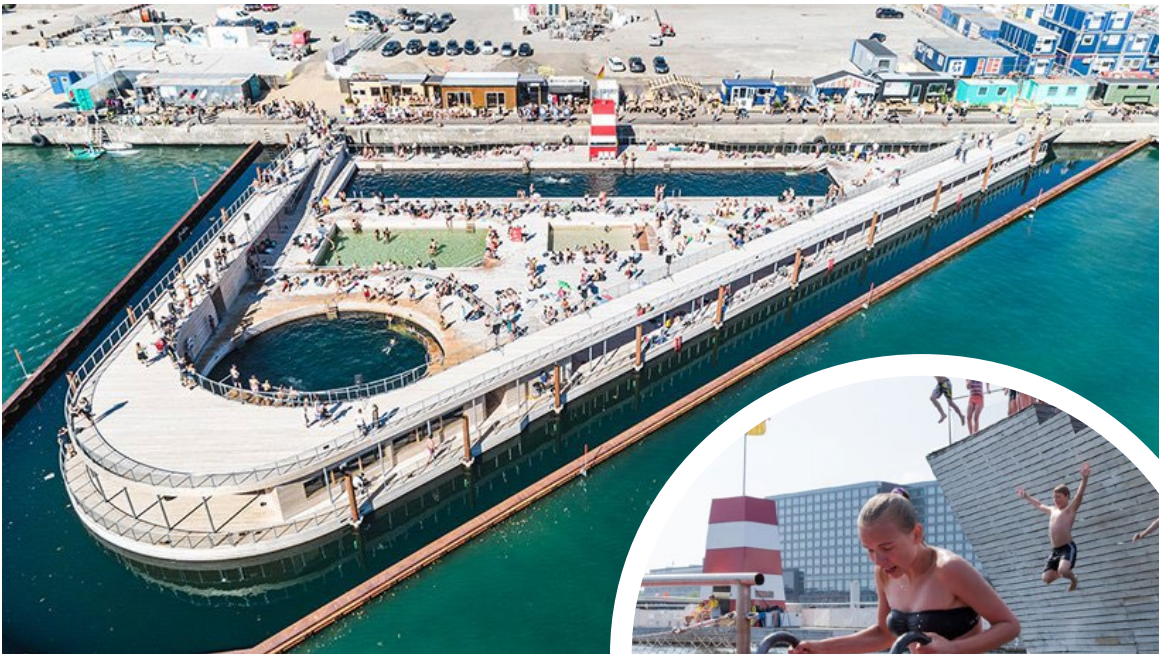
...Beacons of Culture



Shoreline Resilience
Connection to the Water
Views to Treasure Island
Views to East Bay
Cultural Beacons draw visitors
along commercial opportunities



Promenade + Destination = Activation



**Waterfront
Working**



**Waterfront
Playing**



**Waterfront
Living**

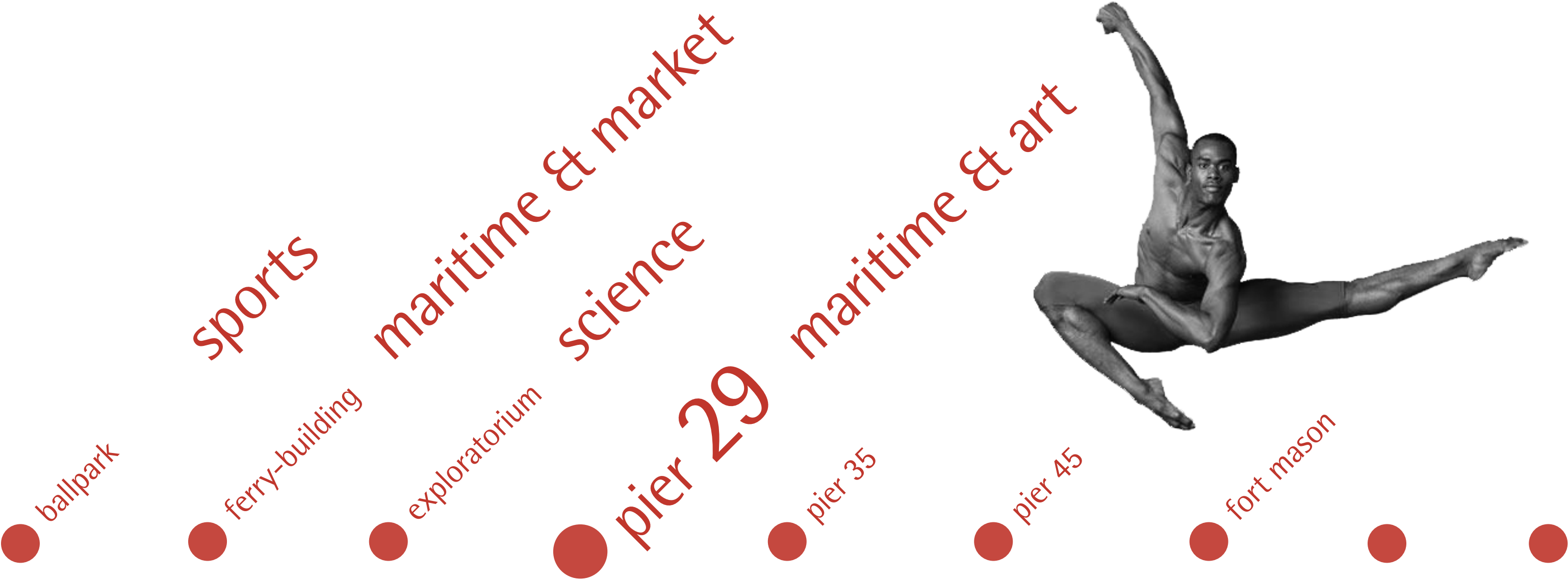


Pier ends as public destinations- a string of beacons: **THE MARITIME MILE**



take pier29

Pier ends as public destinations- a string of beacons: **THE MARITIME MILE**



MOD pier29

Pier ends as public destinations- a string of beacons: **THE MARITIME MILE**



MOD pier29

Pier ends as public destinations- a string of beacons: **THE MARITIME MILE**



WHY?

DANCE DESERVES TO BE contextualized, experienced, and understood.

There is NO museum of dance ANYWHERE IN THE WHOLE WORLD that allows public audiences the opportunity to engage in dance making and dance history in ways beyond books, films and pictures.

MOD pier29

Pier ends as public destinations- a string of beacons: **THE MARITIME MILE**

Mission Statement

The Museum of Dance **MOD** addresses potential inaccessibility of dance information to the public by allowing the public to experience dance through interactive, hands-on approaches that consider:

Spaces for live perform

Interactive exhibits to allow public audiences to experience moving through dances (physically) and being moved by dance (artistically, emotionally)

Residencies for dance artists to invite the public into the creative process

A central space for technology and dance to come together to grow the public's access and understanding of dance movement

A central space for international dance forms to express their culture of dance through live performances

Educational partnerships with schools, research institutes, and technology companies to advance the impact of dance and dance artists in communities throughout the world

Purpose/Components

The Museum of Dance (**MOD**) was founded on the belief that dance lacks educational and informational contexts that can inform the public about the history, cultural relevance, meaning and purpose surrounding dance. **MOD** focuses on increasing diversity and inclusion among museum staff and visitors/audiences and on sustainability in regard to social, cultural, technological and environmental factors and influences in the long term.



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MOD: Why the Piers?

Strategically located- both providing access to international audiences visiting San Francisco and inclusive of more diverse populations

Provides vistas and views of the Bay that match the feeling of dance, particularly the expansive space and sense of freedom

Opportunity for connection with similar institutions and to create a cohesive area of San Francisco devoted to cultural experiences

Condensed Policy Perspective

It is recognized that the RFI is to address the Port Authority of San Francisco's Public Trust Objectives Matrix and to test assumptions regarding the public and use of the piers.

The main challenge to be addressed:

The assumption that any public entity will be fully responsible for the complete retrofit of the pier in addition to full cost of newer edifice and operations.

The main questions to be addressed :

1. Is the RFI a civic, political duty OR, is the RFI truly holding the public's interest in mind and considering collaborative efforts and consolidation of the objectives?

2. Is the stakeholder community involved in the pier project aware of the type of ask the objectives would put on entities that rarely possess the type of capital to both retrofit these highly expensive projects, in addition to the high costs of running arts and education institutions in San Francisco, and if so, are the stakeholders holding the city of San Francisco accountable to financially commit to these projects to then usher in the list of those mentioned in the RFI opportunity (namely, museums, artists, etc)?

3. If the call is out to the possible interest of the public, is it possible the public was generally unaware of this opportunity?

4. What will the city do/ what are the next steps if there is little response from the small pool of aware citizens in SF regarding the RFI?

Proposed alternatives for the Port Authority regarding the pier retrofit:

a- Reinstate the RFI to a much larger public audience (artists, museums, public institutions) through a public letter

b- Provide city support with capital to retrofit the piers

c- Incentivize use of the piers in the interim (pop up projects and revenue commission for pier retrofits)

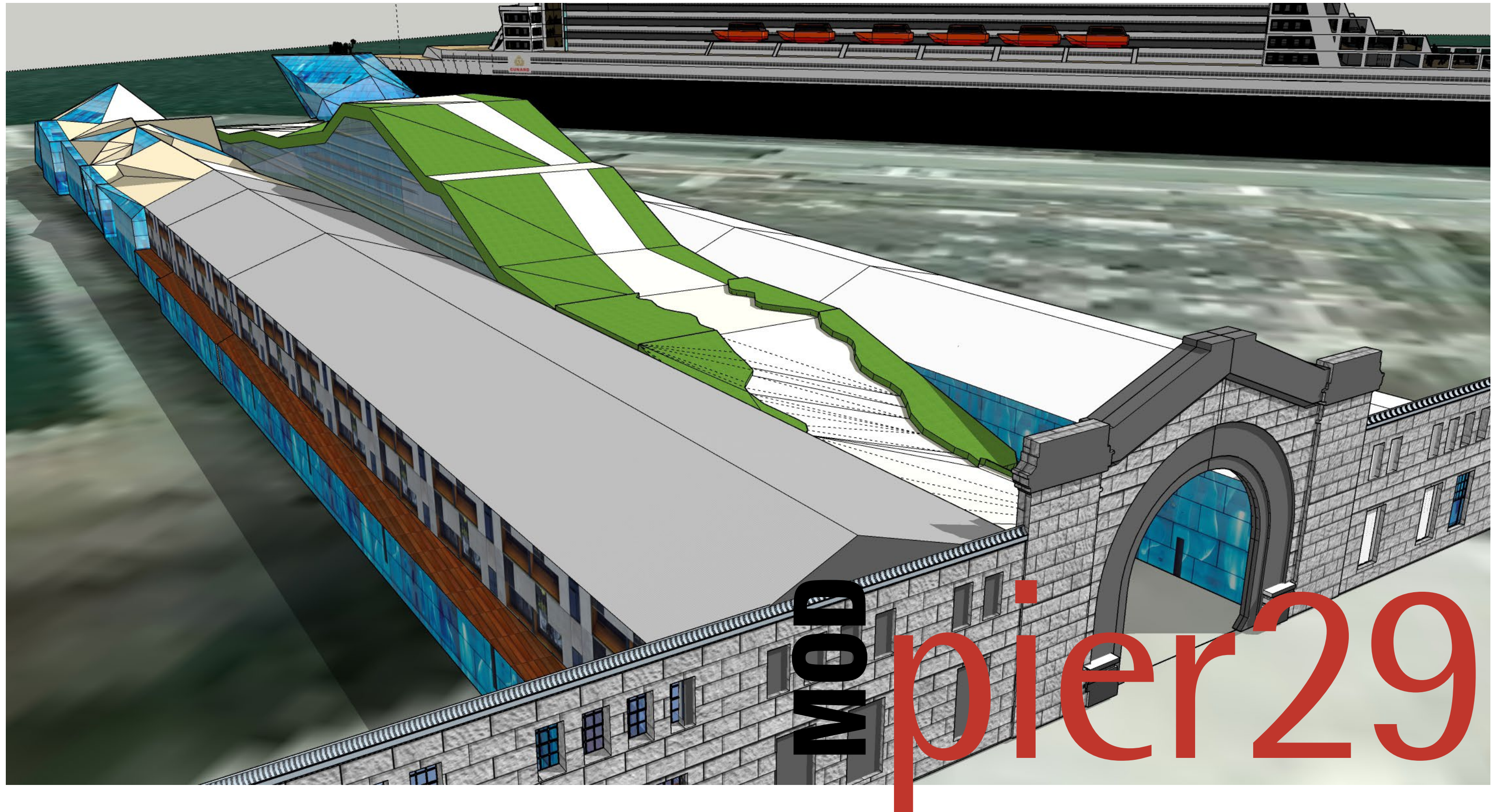
d- Consider corporate sponsors and partnerships that support the project's plan to keep piers as museums, art institutions and public use spaces

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