



OFFICIAL PROPOSAL TITLE: SFMAP Consortium: Response to Request for Concept Proposals for the Palace of Fine Arts

OFFICIAL SPONSOR OF THE PROPOSAL: SFMAP CONSORTIUM

OVERVIEW OF THE PROPOSAL FEATURES: The vision by the San Francisco Museum At The Palace (SFMAP) Consortium for the Palace of Fine Arts proposal is to give Maybeck’s original design a revived civic presence that unites the building and the magnificent grounds and extends its public presence for visitors far and near. Our vision is to revitalize the Palace of Fine Arts as a public resource and amenity – fully accessible to the public – by creating a mixed-use destination comprised of the new SFMAP, a new great Hall at the Palace providing a new entrance to the Palace of Fine Arts Theater, which will be retained, as well as the introduction of a destination fine dining restaurant. Together, these complementary uses will transform the Palace into a center for Bay Area culture and history, totally accessible to the public.

Welcoming the public both day and night, the restored Palace will serve as a critical architectural element marking the Bay Area’s commitment to public gathering places where history, innovation and conversations are celebrated. A large central hall will be inserted into the heart of the building, taking advantage of the dramatic interior volume and beautiful light cascading in throughout the day. The Hall will serve as a needed public link between the Palace of Fine Arts, the magnificent Rotunda and Lagoon, the adjacent residential neighborhood, and the significant improvements throughout the Presidio and the Crissy Field corridor to the Bay and Golden Gate. A destination restaurant, a highly interactive and educational museum for the public, flexible supporting retail and café kiosks, and the existing theater will be programmatic elements that activate the building throughout the year and enrich the Palace with a highly civic presence.

THE UNTOLD STORY

San Francisco Museum At The Palace is a storytelling museum sharing the untold San Francisco and the Bay Area story with the City, the region, and the rest of the world.

SFMAP tells the “I didn’t know that” San Francisco innovation stories through existing and emerging technologies that have forever changed the way the world works—and the way we can now tell stories. Visitors to SFMAP will be “put in the picture.” They will engage with the past, the present, and the future—all at the same time.

Our proposal is consistent with all of the Recreation & Park Department’s Goals and Objectives. SFMAP Consortium is focused on rehabilitating the Palace of Fine Arts building and re-establishing its civic presence. SFMAP, the restaurant and café coupled with additional support retail amenities in the Hall will ensure the financial viability of the project. Creating a strong and long lasting solution for the iconic Palace of Fine Arts, SFMAP will not only augment existing amenities and recreational elements in the surrounding area but will reflect the Palace’s role as a civic building which is respectful of its original purpose, the adjacent natural region, and of the neighborhood. It is exactly the type of public program and long lasting public use consistent with Maybeck’s original masterpiece.

FINANCING CAPITAL IMPROVEMENTS: Capital improvements will be financed by a mixture of equity and debt sources. Historic Preservation Tax Credit equity will be provided by an investor member of our Consortium. Additional equity will be provided by corporate exhibition sponsors and philanthropy. Construction debt will be fully serviced by project revenues pursuant to a thoroughgoing Business Plan prepared by one of the country’s leading experts in the economics of visitor serving facilities.