



Report on the  
**Golden Gate Bridge 75<sup>th</sup> Anniversary**  
presented by the Golden Gate National Parks Conservancy  
May 27, 2011



# Overview



- ◆ Present 75<sup>th</sup> Anniversary
- ◆ Describe enhancements to the Bridge experience
- ◆ Seek District approval of 75<sup>th</sup> Anniversary Pavilion

# Shared Vision: Partnership

## A National Landmark in a National Park



- ◆ Partners in a shared mission
- ◆ Parks Conservancy expertise in visitor experience





# Project Phasing

## **75<sup>th</sup> Anniversary (Phase 1)**

Implement the 75<sup>th</sup> anniversary program, various site improvements and fee-based visitor services by May 2012

## **Beyond the Anniversary (Beyond 2012)**

Implement a more comprehensive array of site improvements, Bridge interpretive exhibits and programs and visitor services after the 75<sup>th</sup> Anniversary celebration.



# 75<sup>th</sup> Anniversary Framework

**Celebrating our Bridge:** Golden Gate Festival, May 26-27, 2012

**Bridging to the Community:** The Anniversary Year

**Leaving a Legacy:** Our Gift to the Landmark





**CELEBRATING OUR BRIDGE**

# The Anniversary Weekend

May 26-27, 2012

- ◆ Honors the iconic Bridge
- ◆ Reveals its fascinating stories
- ◆ Recalls the historic opening “Golden Gate Bridge Fiesta” at Crissy Field in 1937
- ◆ Provides an opportunity for the Bay Area community to celebrate together





# Golden Gate Festival

## Spectacular Two-day Festival

- ◆ Centered on the SF waterfront
- ◆ Family-oriented activities
- ◆ Bridge workers tell their stories
- ◆ Authentic memorabilia
- ◆ Dramatic evening presentation
- ◆ Other exciting elements to come





# Golden Gate Festival

- ◆ Planning underway
- ◆ Enlisting creative talent
- ◆ Engaging Bridge staff and community organizations





**BRIDGING TO THE COMMUNITY**

# Bridging to the Community

- ◆ 75 Tributes to the Bridge
- ◆ Education programs
- ◆ Marketing and outreach





# Community Partners

## 75 Tributes to the Bridge

- ◆ Bridge-related programs and events
- ◆ Delivered by civic, cultural and educational organizations
- ◆ Included in official marketing campaign
- ◆ Proposals due on June 20



# Expressions of Interest

AIA San Francisco Chapter  
Aim High  
Amazon Swim  
American Society of Civil Engineers  
Antenna Theater  
Bay Area Discovery Museum  
Bay Area Open Space Council  
Bay Area Ridge Trail Council  
Bay Model Visitor Center  
BAYCAT  
California Academy of Sciences  
Coastwalk California  
Commonwealth Club of California  
Exploratorium  
Fine Arts Museums of San Francisco  
For Site Foundation  
Girl Scouts of Northern California  
Headlands Center for the Arts  
International Orange Chorale  
Juan Bautista de Anza National Historic Trail

KQED  
Marin County Bicycle Coalition  
Marin Symphony  
Pacific Orchid Exposition  
San Francisco Art Institute  
San Francisco Bay Trail Project  
San Francisco Beautiful  
San Francisco Carnival  
San Francisco City Guides  
San Francisco Conservation Corps  
San Francisco Giants  
San Francisco International Airport  
San Francisco Marathon  
San Francisco Parks Trust  
San Francisco Travel Association  
SFMOMA  
Sumner Studios  
Walt Disney Family Museum  
YMCA Richmond District  
YMCA San Francisco  
Youth Speaks

# Education Program



## **Kids to the Bridge: See the Span**

Bus trips for Bay Area kids

## **Bridge Builders: The Mighty Task Force**

Education curriculum emphasizing the power of innovation, science and engineering

## **Bridge Exhibits: Engineering Marvel**

Series of outdoor exhibits funded by the National Science Foundation



# Reaching Many Communities

- ◆ Tower Tributes
- ◆ Media partners
- ◆ Social media campaign
- ◆ Dedicated website
- ◆ Outdoor advertising
- ◆ Commemorative posters



# 75<sup>th</sup> Anniversary Website

- ◆ Schedule of events
- ◆ Share stories and photos
- ◆ Community tributes
- ◆ Online store
- ◆ Facebook and Twitter
- ◆ Partner recognition

**75<sup>th</sup> ANNIVERSARY** GOLDEN GATE BRIDGE 1937-2012

**GOLDEN GATE BRIDGE 75<sup>th</sup> ANNIVERSARY**

[About](#) [Share](#) [Partners](#) [Get Involved](#) [Shop](#)

**What's Happening**

**May 27, 2012** marks three quarters of a century for one of the world's most recognized landmarks! The anniversary celebration will kick off on June 30, 2011 when the **Marin County Fair** showcases the famed span. The festivities continue over this summer at fairs in Napa, Mendocino, Sonoma and Del Norte counties.

Throughout spring and summer 2012, there will be a variety of **community events** commemorating the anniversary.

**Note: There will not be a bridge walk similar to the 50th Anniversary Pedestrian Day.**

**Call for Community Partners**

Cultural and educational nonprofits are invited to join the celebration by offering their own commemorative programs and events.

[Contact us](#) for more community partner information.

[Partnership Press Release >](#)

**The Bridge at 75**

Many dreamed of spanning the Golden Gate with a bridge, but it took the vision and energy of engineer Joseph Strauss to make the dream come true. When the 1.2-mile long suspension span opened in 1937, the Golden Gate Bridge took its place among the technological and engineering wonders of the world.

Seventy-five years later, it remains a lasting symbol of American progress and ingenuity, beloved by our city and visited annually by millions of people from around the world.

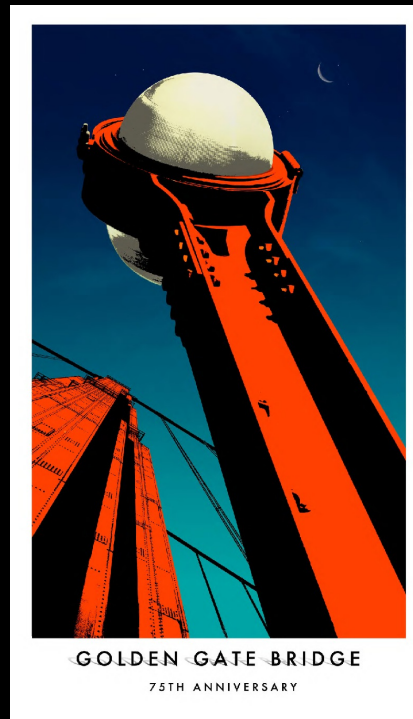
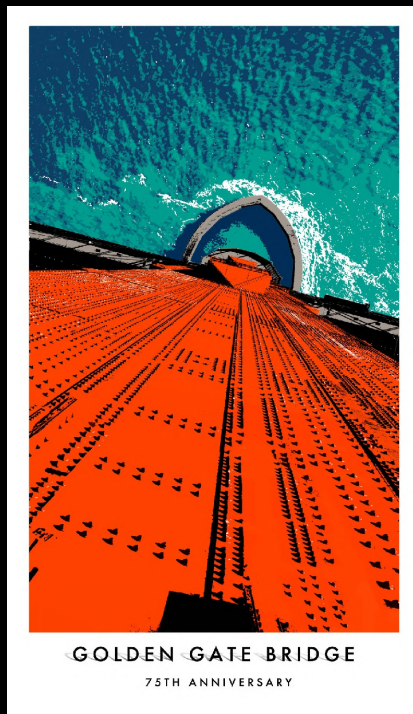
**369 DAYS TO GO!**

A Project of the Golden Gate Bridge, Highway and Transportation District and the Golden Gate National Parks Conservancy in cooperation with the National Park Service and the Presidio Trust

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# Commemorative Images

- ◆ Designed by Rich Silverstein
- ◆ Featured on street banners and in transit shelters
- ◆ Posters available for purchase







**LEAVING A LEGACY**

# Our Gift to the Landmark



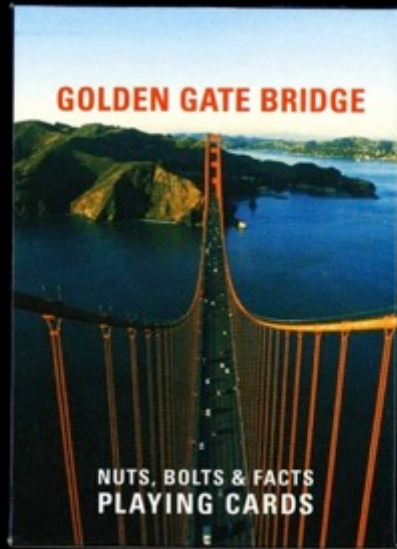
- ◆ Educate and inspire visitors
- ◆ Transform the gateway to an American icon
- ◆ Improve visitor experience of the Bridge

# Visitor Experience

- ◆ Connect visitors with the stories of the Bridge
- ◆ Create memorable experiences
- ◆ Provide opportunities to commemorate visit



# Celebrate and Commemorate



*Soaring over the*  
**GOLDEN GATE**

GOLDEN GATE NATIONAL PARKS



# Gateway Enhancements



Visitor Facilities

Public Spaces

Trails and Overlooks

# Plaza Projects





# Visitor Arrival

## A New Welcome Center

- ◆ Greeting point for visitors from around the world
- ◆ Orientation, exhibits and information services
- ◆ Commemorative and interpretive merchandise



# Current Plaza





# Proposed Plaza

## 75<sup>th</sup> Anniversary Pavilion



# 75<sup>th</sup> Anniversary Pavilion

## Anchor Facility Welcomes Visitors



# Proposed Plaza Improvements

## Revitalize Gathering Place

- ◆ Remove clutter and reflect landmark quality
- ◆ Open historic vistas
- ◆ Provide improved signage
- ◆ Reorganize and improve access, parking, trails



# Proposed Plaza Improvements

## Renovate Existing Facilities

- ◆ Create new opportunities for visitor enjoyment
- ◆ Renovate Round House for tours and programs
- ◆ Upgrade existing Bridge Café





# Golden Gate Trail Projects

## Connecting People to the Bridge

- ◆ California Coastal Trail
- ◆ San Francisco Bay Trail
- ◆ Battery East trailhead
- ◆ Wayfinding signage system



# Golden Gate Overlooks

## Two Dramatic Vista Points





# Next Steps

- ◆ Bridge District approval of Pavilion
- ◆ NPS approval of overall plaza plan
- ◆ Consultation with State Historic Preservation Officer
- ◆ Begin renovation





# Phasing Plan



5/23 – 8/26?

Pavillon under construction, west sidewalk closed, Lincoln/101 imprs, Merchant Rd parking lot expanded

DRAFT Project Phasing  
Golden Gate Bridge and vicinity projects 2011-12

5/11/11 GGNPC



# Phasing Plan



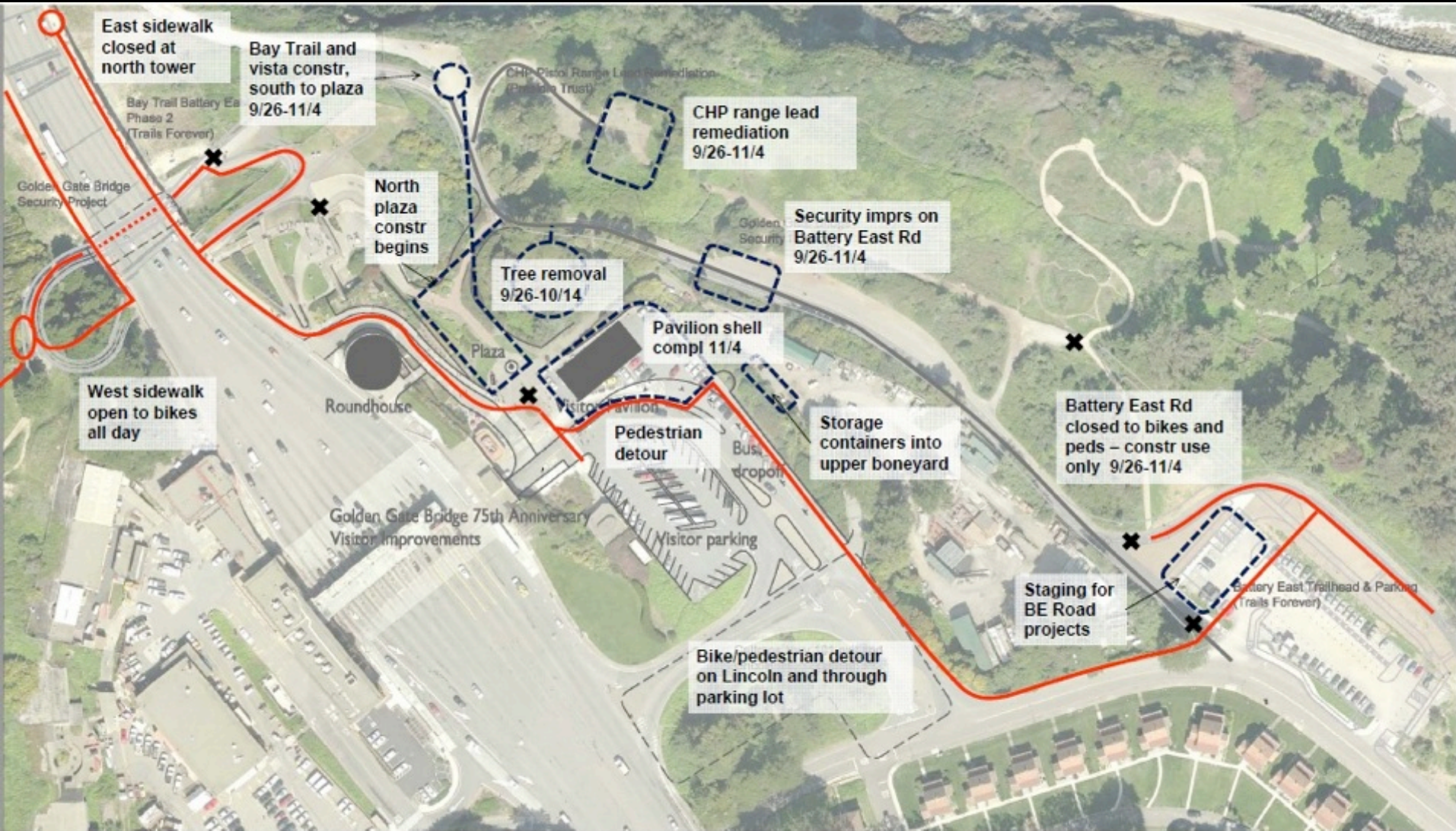
8/26 - 9/23?  
Bay Trail and Bridge security imprs adjacent to bridge, while west sidewalk is closed

DRAFT Project Phasing  
Golden Gate Bridge and vicinity projects 2011-12

5/11/11 GGNPC



# Phasing Plan



9/26 – 11/4?  
 Battery East Rd closed for construction of multiple projects. West sidewalk and ramp as bike route.  
 Pavilion shell completed.

DRAFT Project Phasing  
 Golden Gate Bridge and vicinity projects 2011-12  
 5/11/11 GGNPC



# Phasing Plan



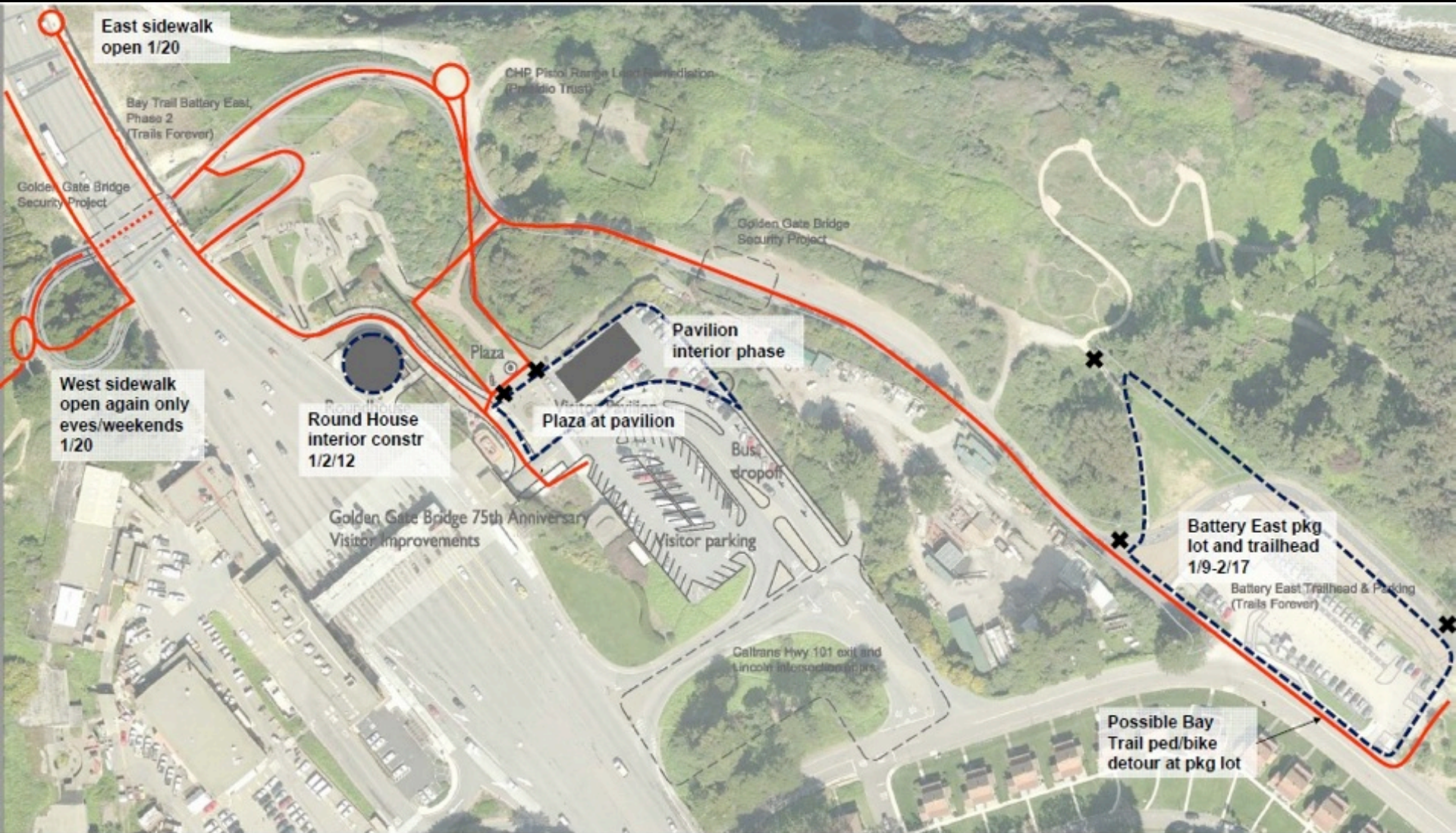
11/7 - 12/2?  
Visitor parking lot reconfigured

DRAFT Project Phasing  
Golden Gate Bridge and vicinity projects 2011-12

5/11/11 GGNPC



# Phasing Plan



12/5 – 2/17?

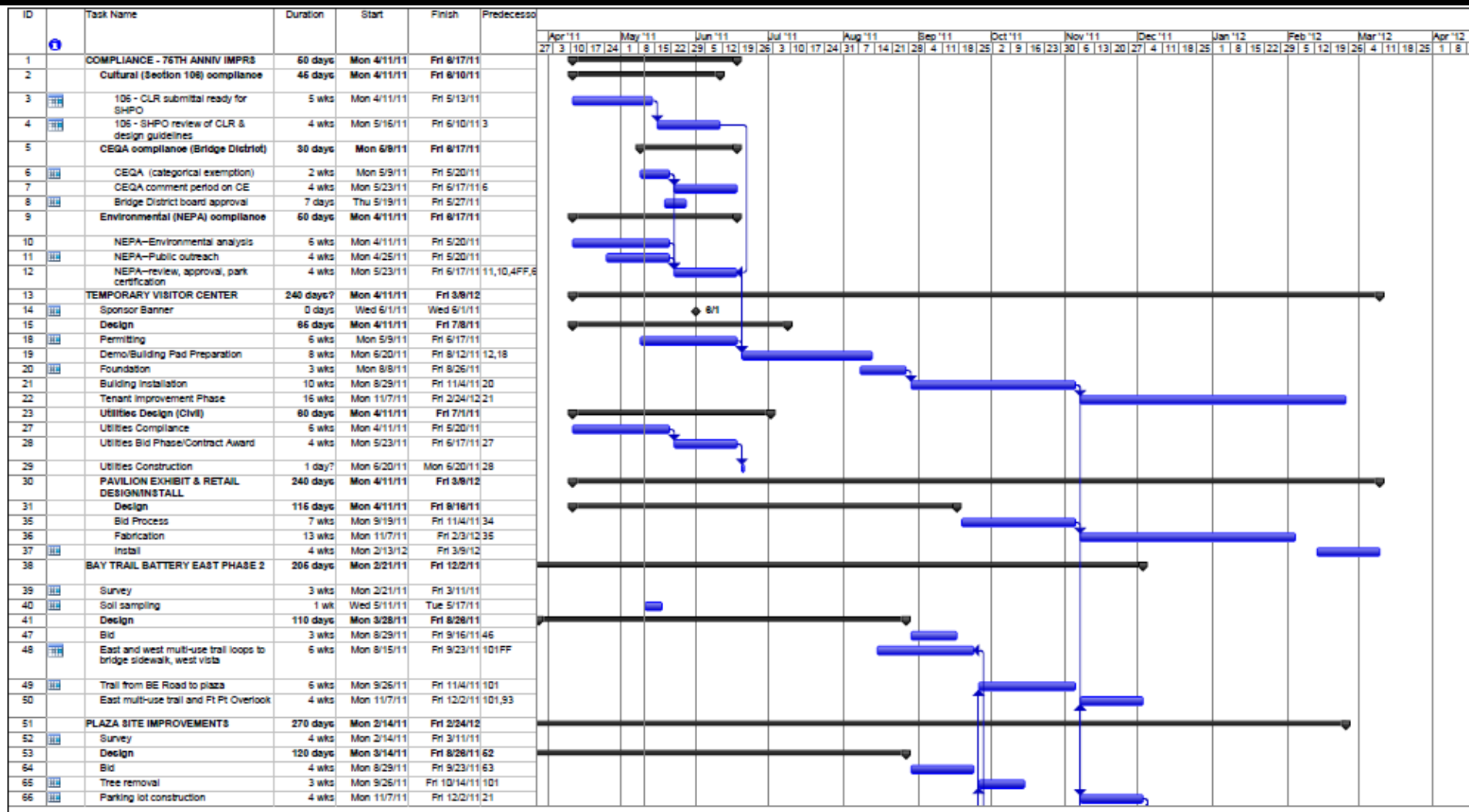
Plaza around pavilion, Round House interior, Battery East pkg lot. East sidewalk reopens

DRAFT Project Phasing  
Golden Gate Bridge and vicinity projects 2011-12

5/11/11 GGNPC



# Project Schedule



Project: Projects Schedule_2011_04-1 Date: Wed 5/11/11	Task		Project Summary		Inactive Milestone		Manual Summary Rollup		Progress
	Split		External Tasks		Inactive Summary		Manual Summary		Deadline
	Milestone		External Milestone		Manual Task		Start-only		
	Summary		Inactive Task		Duration-only		Finish-only		

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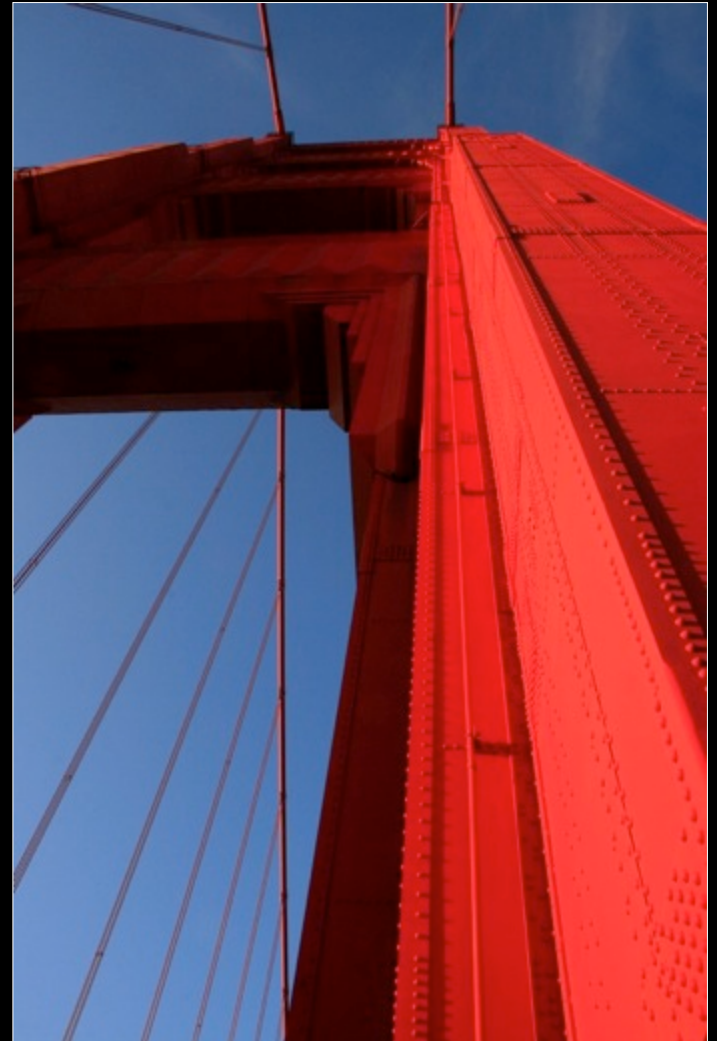
# Sources of Support

## Anniversary Program

- ◆ Corporate and media partners
- ◆ Program scope pending partner feedback and support

## Leaving a Legacy

- ◆ Philanthropy
- ◆ Parks Conservancy



# Leading the Way

## 75<sup>th</sup> Anniversary Co-chairs



Nancy Bechtle



Larry Baer





**Creating a Memorable Experience at the Golden Gate**