Board of Trustees of the War Memorial of San Francisco
Building Committee Meeting, February 11, 2020

Re: Veterans’ Commemoration Committee Proposals at the War Memorial Veterans Building

1) Installation of eight banners in the War Memorial Veterans Building lobby.

Requesting Memorial Day to Veterans’ Day 2020, but will cooperate with War Memorial staff and building operations on exhibition dates. Banners are removable for individual dates as needed.

The banners will commemorate the seventy-fifth anniversaries of the end of World War II and signing of the United Nations Charter.

Banner design will be submitted to the board for approval before installation.

2) Exhibit information signage, second floor of the War Memorial Veterans Building

Submitted by Ken Maley,
Project Director

WAR MEMORIAL VETERANS BUILDING, 401 VAN NESS AVENUE, SUITE 110, SAN FRANCISCO, CA 94102
PROPOSED EXHIBITION INFORMATION PANELS

North side of the wall between the main theatre entrance and elevator door

South side of the wall between the main theatre entrance and elevator door

Installation of exhibit banners on second floor corridors have been approved, conditional on Board approval of design.

The committee proposes installation of two, 2’ x 2’ exhibition information panels on the west wall of the second floor between the two elevator doors.

Enlargements of each sign follows on the next two pages.
In reaction to unrestricted submarine warfare, in February of 1917, President Wilson asked Congress to declare war: “The present German submarine warfare against commerce is a warfare against mankind... it is a war against all nations.”

Patriotic Americans flocked to recruiting offices like the one at left, and were cheered by enthusiastic crowds at parades like this one above in San Francisco. Americans of many nationalities and ethnic groups embraced the crusade. More than two million Americans volunteered for service—buoyed by popular songs. An additional 2.8 million men were drafted to fight.

Please visit the full exhibit

The right side panel will direct visitors to view The Great War banners, installed in the lobby from May 2018 until July 2019. They are now re-installed on the second floor, north corridor, south wall.
THE GREAT WAR  A Legacy to "All Who Served"

The War Memorial Veterans Building and Opera House

San Francisco’s civic leaders, led by war veteran Charles Kendrick, initiated a campaign in 1920 to erect a War Memorial.

The War Memorial Veterans Building and Opera House was dedicated, 9 September 1932. They have hosted important historic events: the signing of the United Nations Charter on 26 June 1945 in the Herbst Theater and the WWII Japanese Peace Treaty on 8 September 1951 in the Opera House.

Watch for future exhibits

The left panel will direct visitors to view future exhibits on the north wall of the south corridor. The design is incomplete as it needs to have a web site address for visitors to learn about upcoming exhibits. This panel will be updated to include information about approved upcoming exhibits when installed.

Both panels reflect the design elements of the The Great War banners and the four tombstone panels installed in the lobby niches.
February 6, 2020

John Celdon, Managing Director
War Memorial Performing Arts Center
401 Van Ness Avenue
San Francisco, CA 94102

Dear John,

The Board of Trustees approved a "Hall Improvement Fee" for Symphony concerts in Davies Symphony Hall in February 2017. Since that time, the total fees collected to date is $2.079MM, with approved expenditures of $292K (lobby seating project) to date, with a current balance as of January 31, 2020 of $1.788MM.

In September 2017, the Board approved the Symphony’s proposed “Immersive Lobby Experience” project conceptually, to be funded from the “Hall Improvement Fee”, on the condition that the Symphony would return to the Board for final approval when the plans were fully developed. Since that time, we discovered that our original proposal far exceeded the estimated budget, and we have been working to recalibrate the project and reduce costs.

Our current proposed “Immersive Lobby Experience” will include façade lighting of Davies Symphony Hall (from the interior), a video projection element over the grand staircase, free-standing video kiosks in various levels of the lobbies, and an immersive audio experience in the Second Tier Lobby. Taken together, these elements will enliven and activate the lobbies and exterior of Davies Symphony Hall, offer an opportunity for artists and the community to “program” the lobbies and exterior of Davies Symphony Hall. These elements will also be available for non-Symphony rentals of Davies.

The total estimated cost for this phase of the project is $1.5MM, to be funded from the “Hall Improvement Fee.” In order to bring a completed design with visual renderings and technical specifications in March or April, the Symphony requests approval to proceed with design development at a cost of $85,100, to be funded from the “Hall Improvement Fee.”

Sincerely,

Andrew Dubowski
Director of Operations