

Other models

August 7, 2005

When NTC Foundation executive director Alan Ziter talks about the NTC Promenade, he compares the Promenade's economic model to the Fort Mason Center in San Francisco, and the Promenade's historical preservation and cultural aspects to the Massachusetts Museum of Contemporary Art (MASS MoCA) in North Adams, Mass.

Other NTC Foundation officials compare the Promenade to Balboa Park, and point out it will be the second biggest concentration of cultural entities in San Diego outside the park.

Here are the basics for the Promenade, Fort Mason, MASS MoCA and Balboa Park:

NTC Promenade

History: Naval Training Center from 1922 until 1997.

New use: Under development as an arts, culture, science and technology destination.

Operated by: NTC Foundation.

Facilities: 26 buildings on 28 acres. First six structures expected to be operational by next May.

Annual budget: \$1.4 million next year.

Average tenant rent: \$1 per square foot

The buzz: "After years of studies, community input, planning and visioning, we stand here poised with a once-in-a-lifetime chance to create something truly magnificent for future generations." ... Alan Ziter, NTC Foundation executive director.

Web: www.ntcpromenade.orgFort Mason Center

History: Army installation during the 1800s through 1962.

New use: Opened in 1977 as a cultural and community events site facility.

Operated by: Fort Mason Foundation.

Facilities: A dozen buildings (including three pier warehouses) on 13 acres between Fisherman's Wharf and the Golden Gate Bridge.

Annual budget: \$4 million.

Average tenant rent: \$13 per square foot.

The buzz: "Serious preservation work lies ahead if Fort Mason Center is to survive beyond the early years of the 21st century ... (it is) an opportunity to rekindle the spirit that gave birth to this dynamic community space." ... Fort Mason Foundation annual report.

Web: www.fortmason.orgMASS MoCA

History: Former 19th-century textile (later electronics) mills in North Adams, Mass.

New use: Opened in 1999 as contemporary art galleries and performing arts spaces. Office and retail spaces on site, too.

Operated by: MASS MoCA Foundation.

Facilities: 26 buildings on 13 acres in North Adams' downtown business district.

Annual budget: \$4.7 million.

Average tenant rent: \$12 per square foot.

The buzz: "Our mission (is) to not only foster and present exciting new work, but also position the arts as a vibrant catalyst for community revitalization. The Boston Globe has called MASS MoCA 'a case study for urbanologists and politicians seeking to revive failing cities.' " ... Joseph Thompson, MASS MoCA director.

Web: www.massmoca.orgBalboa Park

History: In 1868, city leaders set aside more than 1,000 acres of land for a public park north of downtown. Now 1,172 acres, the park took shape between 1903 and 1910 and was enhanced by structures built in 1915 for the Panama-California Exposition and in 1935 for the California-Pacific International Exposition.

Operated by: City of San Diego Park and Recreation Department.

Facilities: Home of 85 cultural and recreational organizations, including 15 museums, the San Diego Zoo and the Old Globe Theatre.

Budget: This year, the city Park and Recreation Department will spend roughly \$11.5 million on Balboa Park maintenance, including buildings and landscaping costs.

Average tenant rent: \$1 a year, but tenants must pay for everything, including utilities and liability and damage insurance, inside their buildings or designated spaces. (For example: the Old Globe Theatre, which has an operating budget of \$17 million, last year spent \$794,728 for its utilities, repairs, security, parking and insurance.)

The buzz: "The arrangements are very beneficial to the nonprofit organizations here (in the park). If this was a facility we had to rent on a nightly or weekly basis, it would easily cost us tens of thousands of dollars." ... Louis Spisto, Old Globe executive director.

Web: www.balboapark.org

... PRESTON TUREGANO

[»Next Story»](#)

Find this article at:

http://www.signonsandiego.com/uniontrib/20050807/news_lz1a07models.html

Check the box to include the list of links referenced in the article.