

The Congress Street Wharf

A joint project of the
Museum of Transportation
and Children's Museum

A photograph of a brick building facade. Three red double doors are arranged vertically. A dark sign with white text is mounted on the wall between the middle and bottom doors. The brickwork is a mix of red and grey. There are horizontal lines of decorative molding above and below the sign. Faint, large letters are visible on the brick wall, likely remnants of old advertisements.

ATLAS STORES

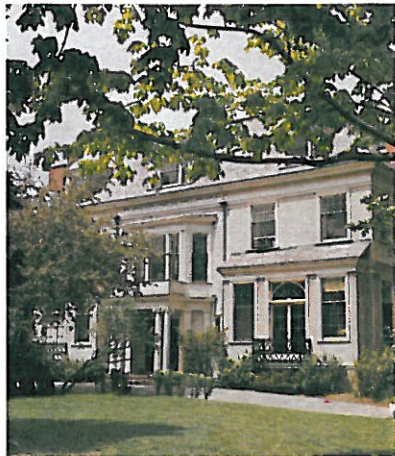
ING MARKET
OLD STORAGE
HOUSE CO.

NEW HAVEN
FARMER
STORES



The future of two Boston museums, each heavily committed to community service through innovative educational programming, has been seriously jeopardized by inadequate quarters.

This booklet briefly describes how the Children's Museum and Museum of Transportation have joined forces to purchase a handsome old warehouse in a downtown area that was once the bustling wool brokerage capital of the world; and outlines our imaginative plan for recycling the Congress Street Wharf into one of America's most exciting, yet functional and economical educational facilities.



Housed in charming, but inflexible and remote facilities,

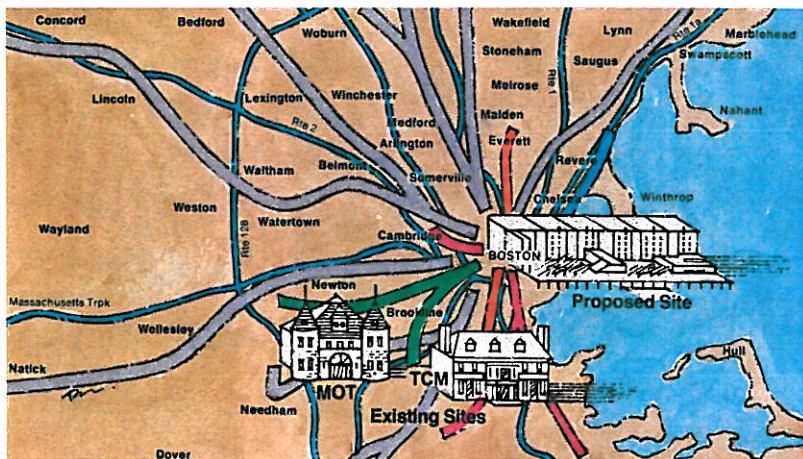
TWO DYNAMIC AND GROWING MUSEUMS HAVE RUN OUT OF USABLE SPACE.

Consider these problems:

Children's Museum visitors regularly stand in line for up to an hour on rainy Sunday afternoons. School group reservations are booked for the entire year by mid-September.

The Museum of Transportation has to play musical chairs with 4,000- pound vehicles every time exhibits are changed.

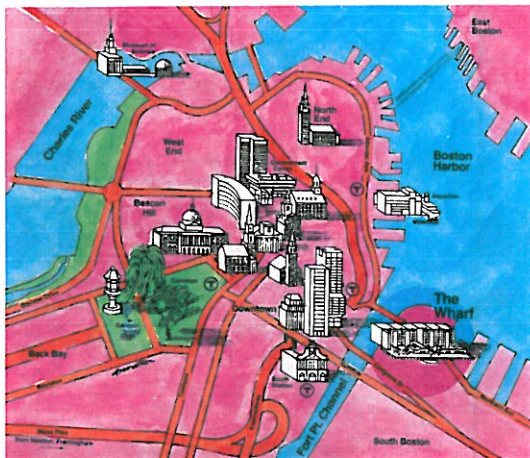
Both staffs scrounge office and meeting space in hallways and the corners of busy public areas. Priceless collections are squirreled away in barns, garages and attics.



TCM The Children's Museum MOT Museum of Transportation

Square foot for square foot we are among the most intensely used museums in the world. Neither of our present homes can be economically renovated, nor significantly expanded without disrupting our surroundings. And because Boston's road and transit systems are radially organized, our locations on the southwestern edge of the City make us virtually inaccessible to large segments of the metropolitan area.

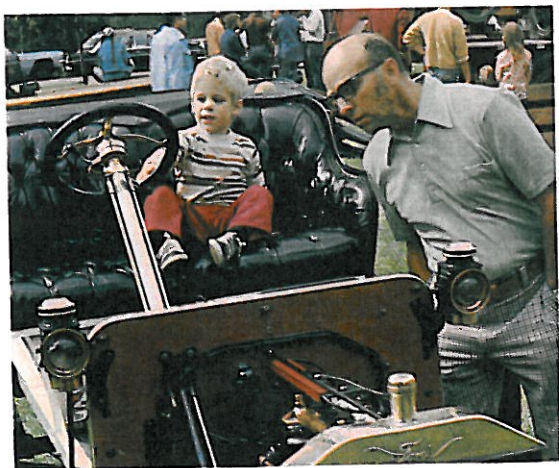
Clearly, each museum desperately needs enough thoughtfully planned, accessible space to serve the region, care for our extraordinary resources, and respond to the changing needs of the community in the years to come.



After four years of exhaustive study of more than a dozen sites, the Children's Museum and Museum of Transportation joined forces for a close look at a rugged 150,000 square foot timber and brick warehouse, built and operated since 1888 by the Atlas Terminal Stores Company. Conveniently located on the Fort Point Channel opposite South Station.

THE CONGRESS STREET WHARF OFFERED A UNIQUE OPPORTUNITY TO SOLVE OUR COMMON PROBLEMS.

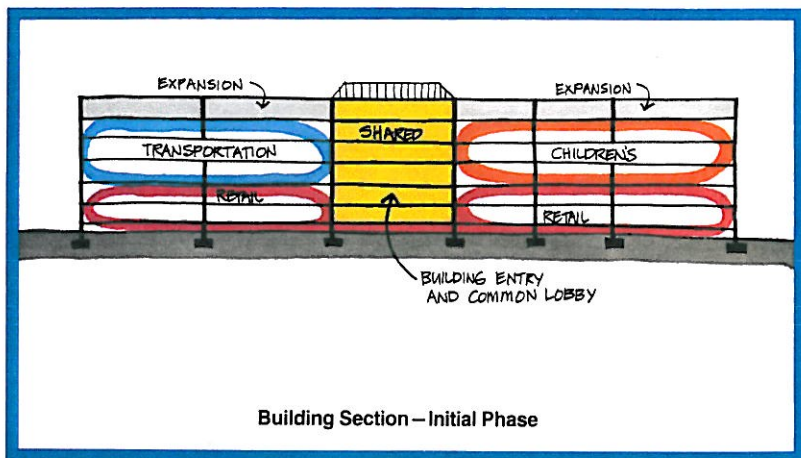
The Wharf is accessible. You can reach it directly by car from the Central Artery and Mass Pike; by MBTA Red Line and door-to-door bus from South Station; on foot from downtown Boston via the Northern Avenue and Congress Street Bridges; and even by boat on the Channel. More than 1,000 parking spaces are available within a five-minute walk and there is land immediately adjacent to the Wharf for future investors to build a 400-car garage as the area develops.



The Wharf is adaptable. It offers generous amounts of usable space for our present and future needs. In contrast to the cold monumentality of too many museums, the Wharf's comfortable interior scale and the warm textures of sand blasted brick and yellow pine beams lend a human quality to the building. A wide apron along the water's edge will accommodate outdoor exhibits, activities and future growth; and will link the Wharf to the excitement of the Waterfront.

The Wharf will be economical. Acquisition works out at about \$6.65/foot. The building is in remarkable repair. Straightforward renovations will add another \$25-30/foot. Altogether, we will have a workable facility at approximately half the cost of new museum construction. And the Wharf will be inexpensive to operate with its compact envelope, maintenance free surfaces and shared spaces.

All these factors convinced us that the Wharf was an ideal choice. Both museums' boards rolled up their sleeves and raised enough funds from among themselves to buy the property in December, 1975.



Working from the basic premise that each museum would retain its own special identity, **AN INNOVATIVE DEVELOPMENT PLAN WAS PREPARED TO CAPITALIZE ON THE OPPORTUNITY PRESENTED BY THE WHARF.**

Joint trustee committees and their consultants worked long hours to develop a scheme that allowed wide variations in programming and style, while encouraging substantial capital and operating economies through shared services and facilities.

Architecturally, the Wharf will be divided into right and left halves; with a central shared core including a loading dock, maintenance shops, public lobby, library/resource center, administrative offices, meeting rooms, elevators and toilets. Each museum will have its own exhibit, program, classroom and collections areas. Approximately 15-25,000 feet of space will be reserved for compatible retail and food services. When fully utilized, the building will double our present capacity. In the meantime, the Wharf's modular spaces will allow incremental development as funds become available.

CAPITAL BUDGET

	TCM	MOT
Building	\$2,485,000	\$2,035,000
Program	900,000	350,000
Fund Raising	115,000	115,000

\$3,500,000 \$2,500,000

CAMPAIGN GOALS

	TCM	MOT
Board	\$ 700,000	\$ 700,000
Individuals	875,000	700,000
Corporations	350,000	250,000
Foundations	875,000	500,000
Public Funds	700,000	350,000

\$3,500,000 \$2,500,000

TCM The Children's Museum **MOT** Museum of Transportation

Financially, we are organizing parallel five-year capital fund raising drives. The Children's Museum goal is \$3.5 million; the Museum of Transportation, \$2.5 million. Economies of scale and shared services, combined with revenues from admissions, fees and commercial leases will help both museums operate in the black. And the Wharf's retail area will even generate tax support for the City.

Organizationally, joint campaign, building, real estate, finance and executive committees are coordinating the development process under a working agreement between the two museums. After we open, simple administrative arrangements will allow the sharing of ongoing support services. The building itself will be subdivided into 36 institutional condominium units, some of which will be owned by each museum separately, and some in common. As needs change, units can be sold or traded back and forth.

We will be trying out small exhibit and program elements at the Wharf almost immediately, and be fully moved and open to the public in 1978-79.

With your help and this extraordinary model of institutional collaboration
**THE WHARF WILL BECOME A SPLENDID ASSET TO THE ENTIRE
COMMUNITY.**

The Children's Museum and Museum of Transportation will have a generous, functional and low-cost base from which to mount our lively programs, house our collections, and generate enough operating income to remain financially strong.

Boston will have a handsome old building recycled to a productive new use by two institutions committed to the redevelopment of an important area of the central city; and tax support from the commercial portions of a mixed-use project.

Everyone will have access to a meeting ground for all of Boston's people; a source of effective educational programs, materials and ideas; and a great place to visit!





CREDITS:

Architects: Cambridge Seven Associates, Inc.
Structural Engineers: LeMessurier Associates
Mechanical Engineers: R.G. Vanderwell
Traffic & Parking Consultant: Martin Adler
Economic Consultants: Gladstone Associates
Real Estate Agents: Carpenter & Company
Legal Counsel: Nessen & Caspiar
Fund Raising Counsel: Robert J. Corcoran Company
Campaign Concept & Design: Hill, Holliday, Connors, Cosmopoulos, Inc.