

MARCH FIELD AIR MUSEUM MASTER PLAN

UCLA EXTENSION LANDSCAPE ARCHITECTURE
SPRING 2023

MEGAN CLERMONT





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PROJECT STATEMENT

A new conceptual master plan for the March Air Field Museum seeks to create an immersive and engaging educational experience that will honor the history of March Field without the glorification of war or military prowess.

PROJECT GOALS

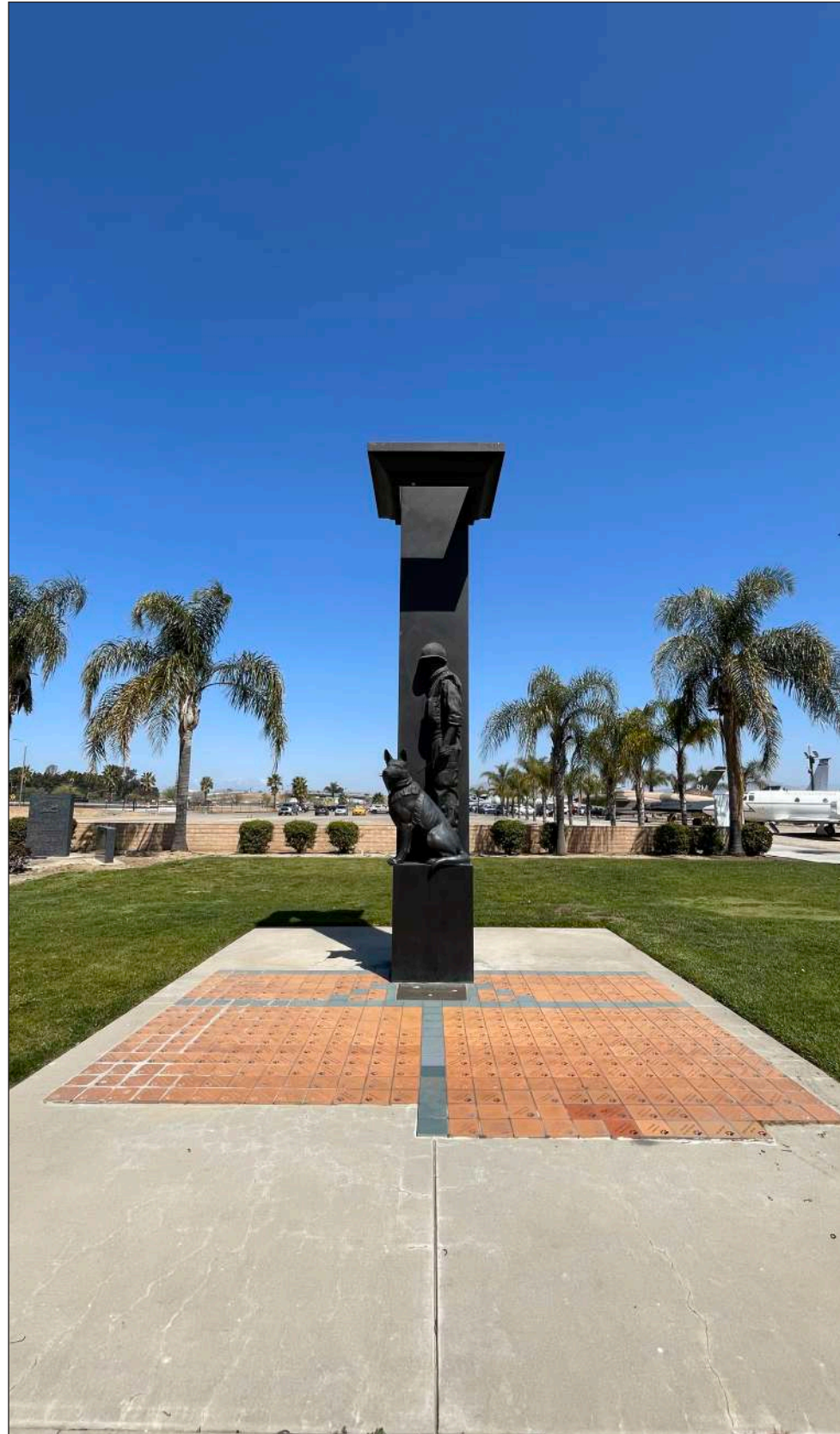
- *Revitalize the museum by providing an engaging and immersive experience*
- *Provide shade and other heat/sun mitigation options*
- *Increase revenue opportunities by providing rentable event spaces, and circulation hubs with additional food and gift venues*



PROGRAM

- *Memorial space*
- *Event space*
- *Immersive exhibits*
- *Arrival experience*
- *Restaurant*
- *Circulation hubs*





- **1918:** *March Field is established as a U.S. Army Air Service training base during World War I.*
- **1927:** *The base becomes March Air Force Base.*
- **1940s:** *During World War II, the base serves as a major training facility for bomber crews.*
- **1950s:** *March Air Force Base becomes a Strategic Air Command (SAC) base, hosting B-47 and later B-52 bombers.*
- **1968:** *The March Field Museum is founded by a group of volunteers, initially housed in a hangar.*
- **1979:** *The museum moves to its current location, the former non-commissioned officers' club.*
- **2002:** *The museum undergoes a major expansion, adding more exhibition space and facilities.*
- **2008:** *It is renamed the March Field Air Museum to better reflect its focus on aviation history.*
- **Present:** *The museum continues to preserve and showcase the history of March Field and military aviation through its extensive collection of aircraft, artifacts, and exhibits.*



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NORMANDIE-TOURISME.FR



NORMANDIE-TOURISME.FR

The Overlord Museum in Normandy and the March Field Air Museum in California both have extensive collections of war equipment, making the former a useful case study for the latter's new master plan. One of the key take-aways from the Overlord Museum is its attention to detail in creating diorama exhibits that use real equipment and artifacts. This approach reinforces the storytelling and message of the museum, making the exhibits more informative and engaging for visitors.

The Overlord Museum's use of diorama exhibits allows visitors to experience historical events in a more tangible way. For example, visitors can walk through a re-created village that depicts the Normandy campaign, providing a visceral sense of what it was like for soldiers and civilians during the war. March Field can similarly create exhibits that allow visitors to experience historical events in a more immersive way, such as re-creating a World War II air-field or a Cold War-era missile silo.

The Overlord Museum's use of diorama exhibits with real equipment and artifacts, immersive experiences, and col-laboration with local experts provide valuable insights for the March Field Air Museum's new master plan. By incorporating these elements into its exhibits, March Field can create a more informative, engaging, and immersive experience for visitors.



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The National Museum of the United States Air Force has a range of exhibits and displays covering the history of aviation and the Air Force, including interactive displays and multimedia presentations that could inspire the March Field Air Museum's approach to education and interpretation. Additionally, its emphasis on storytelling, using personal stories and artifacts to bring history to life, could be valuable when planning exhibits and events.

The National Museum of the United States Air Force hosts a range of events throughout the year designed to engage visitors and provide a deeper understanding of aviation history. By studying its approach to events and programming, the March Field Air Museum could develop its own events and activities that engage visitors and provide a memorable experience.



KEN LAROCK, PUBLIC DOMAIN



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NATIONALMUSEUM.AF.MIL

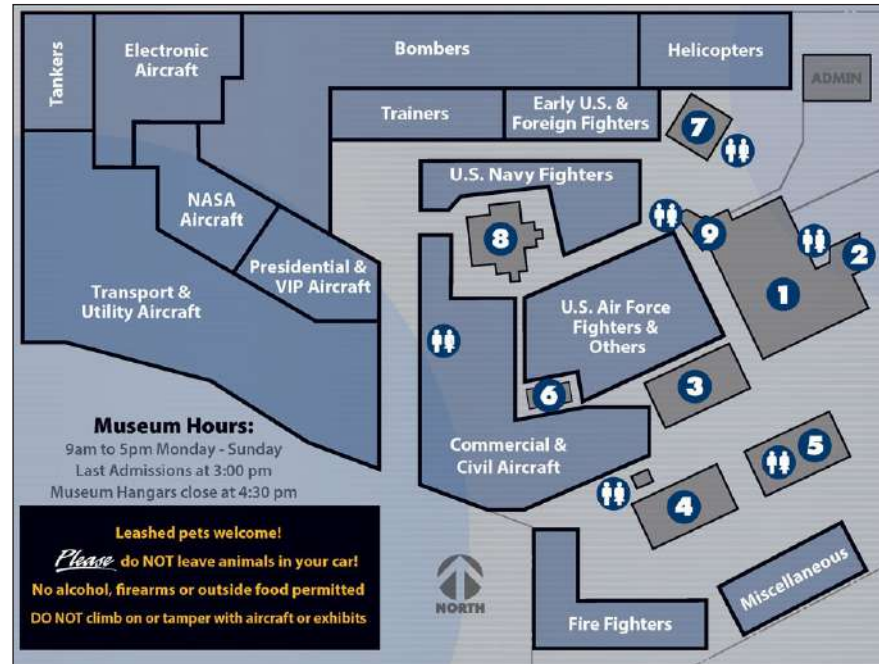


The Pima Air and Space Museum has a range of exhibits and displays that cover the history of aviation and space exploration. These exhibits are organized thematically, with each exhibit telling a story that is connected to the larger narrative of aviation and space history. This approach could provide valuable insights for the March Field Air Museum as it plans its own exhibits and programs.



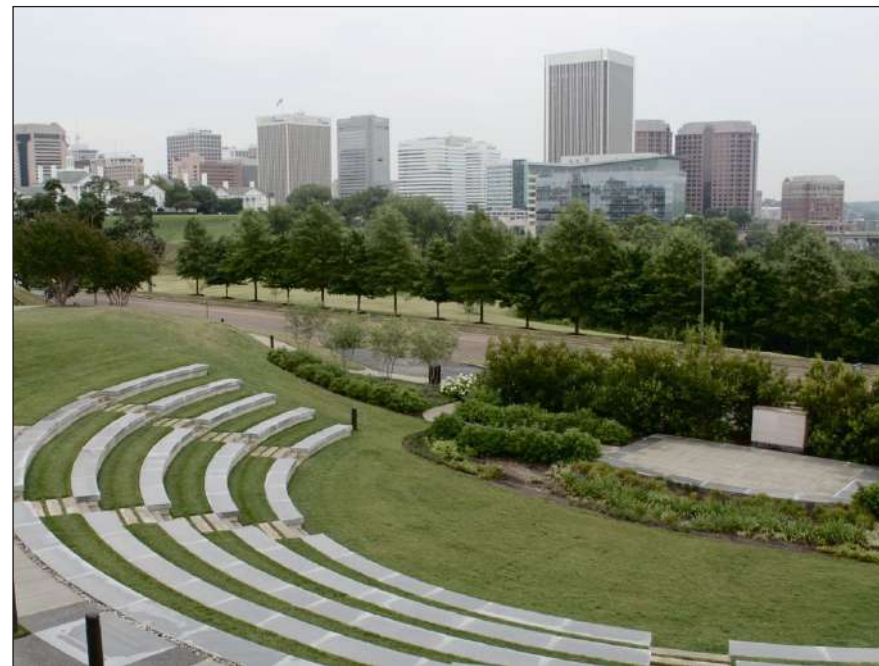
The Pima Air and Space Museum's thematic organization of exhibits could be applied to the March Field Air Museum. The Pima Air and Space Museum organizes its exhibits thematically, with each exhibit telling a story that is connected to the larger narrative of aviation and space history. This approach could help the March Field Air Museum create exhibits that engage visitors and provide a deeper understanding of the history of military aviation.

The Pima Air and Space Museum's use of interactive exhibits could also be applied to the March Field Air Museum. Pima has a range of interactive exhibits that allow visitors to engage with the history of aviation and space exploration in a hands-on way. This approach could help the March Field Air Museum create exhibits that are more engaging and memorable for visitors.



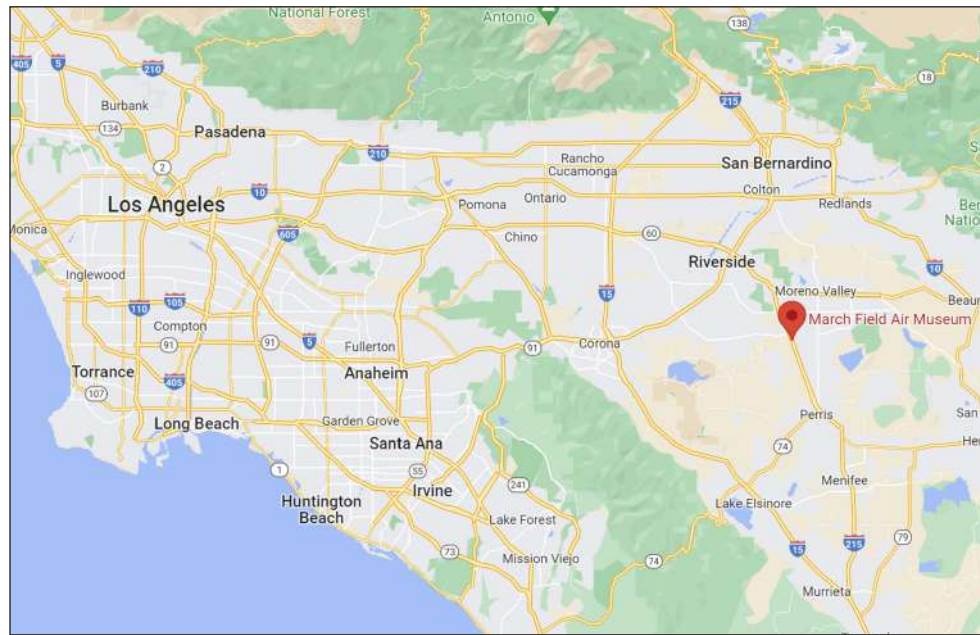


The Virginia War Memorial serves as a shrine to honor and remember all Virginia veterans who served and sacrificed their lives in any war. The Memorial's design successfully integrates with its natural surroundings, creating a peaceful environment that enhances the visitor's experience. It also incorporates modern and traditional design elements, including high-tech, interactive exhibits alongside traditional military symbols and motifs. The Memorial's design creates a sense of community and inclusivity by providing spaces for public ceremonies and events, such as an outdoor amphitheater and parade ground. These elements could be incorporated into the March Field Air Museum's design plan, including the use of natural materials and water features to harmonize with the surroundings, inclusive spaces for community activities and events, and a balance between modern technology and traditional military symbols and motifs. By adopting these successful design elements, the March Field Air Museum could create an engaging and meaningful space that honors and celebrates the history and legacy of the United States Air Force and its allies.

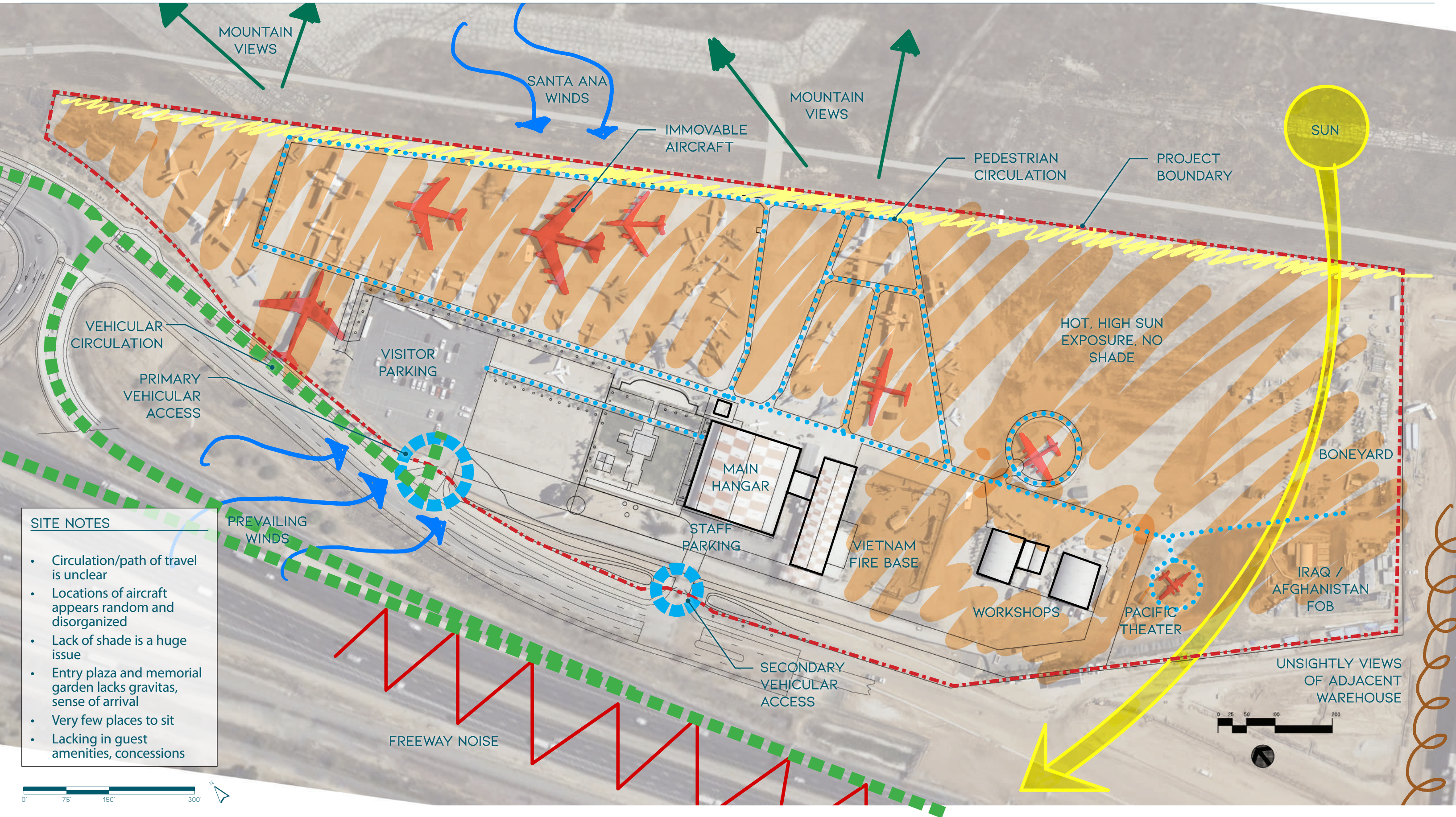


SITE CONTEXT

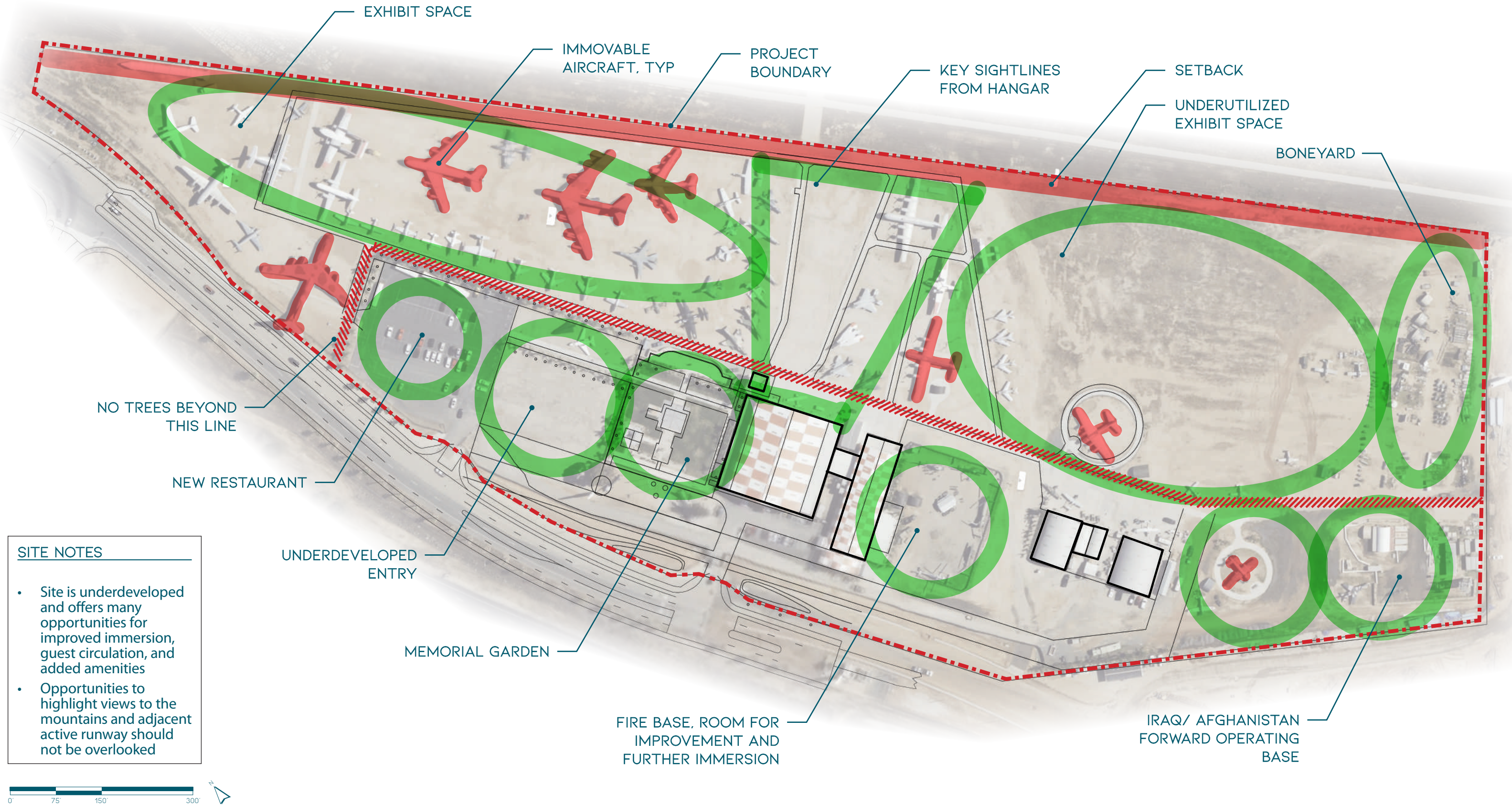
The March Field Air Museum is located in Riverside, California, about 60 miles east of Los Angeles. The museum's proximity to March Air Reserve Base, which is still an active military installation, underscores the museum's focus on military aviation history. The base has a long and storied history, dating back to its establishment in 1918, and it played a significant role in American military aviation during the 20th century. In addition to its connection to the airbase, the museum is also located near the Riverside National Cemetery, which is one of the largest cemeteries for veterans in the United States. This location reinforces the museum's mission to honor the brave men and women who have served in the military.



SITE INVENTORY & ANALYSIS



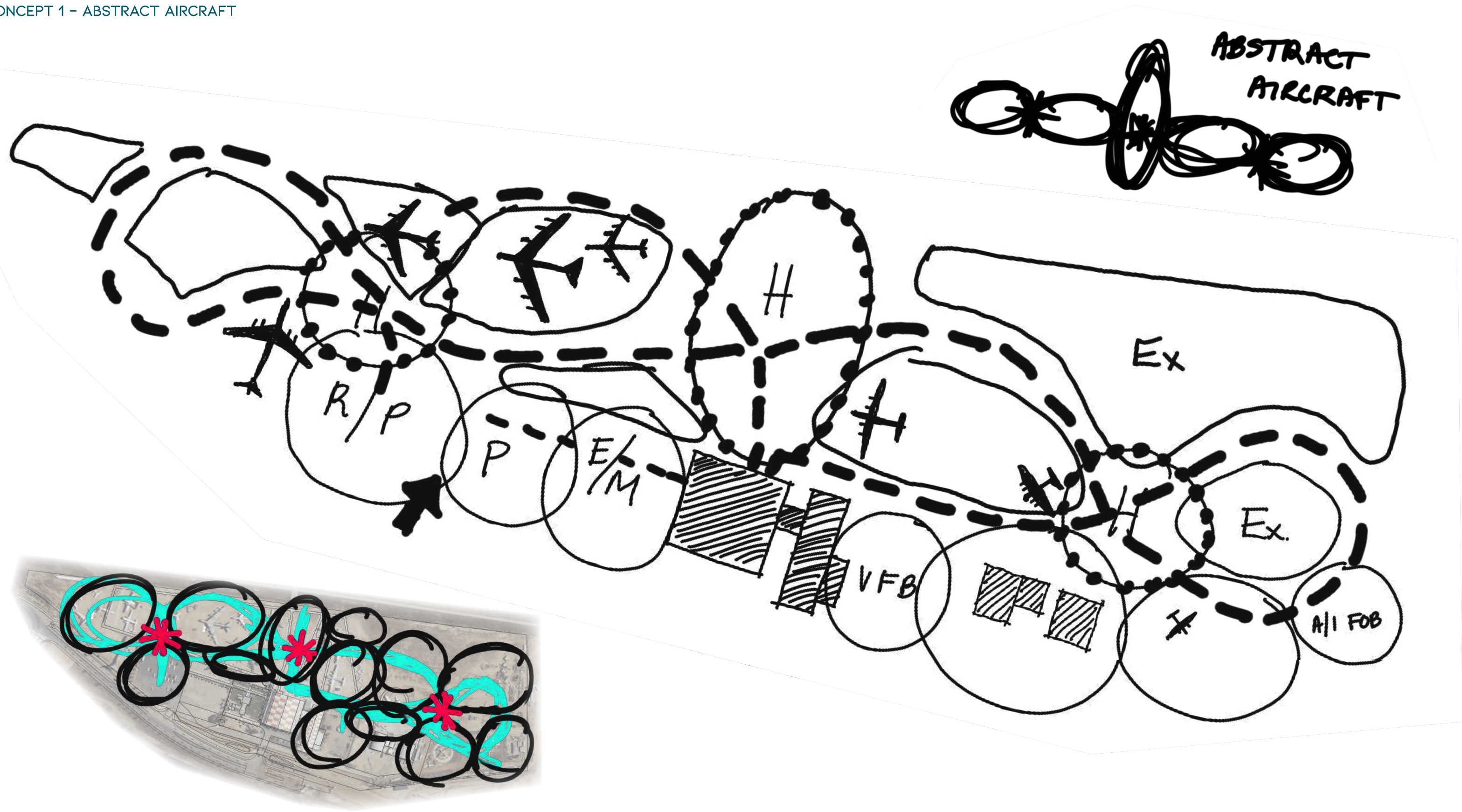
- SITE NOTES**
- Circulation/path of travel is unclear
 - Locations of aircraft appears random and disorganized
 - Lack of shade is a huge issue
 - Entry plaza and memorial garden lacks gravitas, sense of arrival
 - Very few places to sit
 - Lacking in guest amenities, concessions

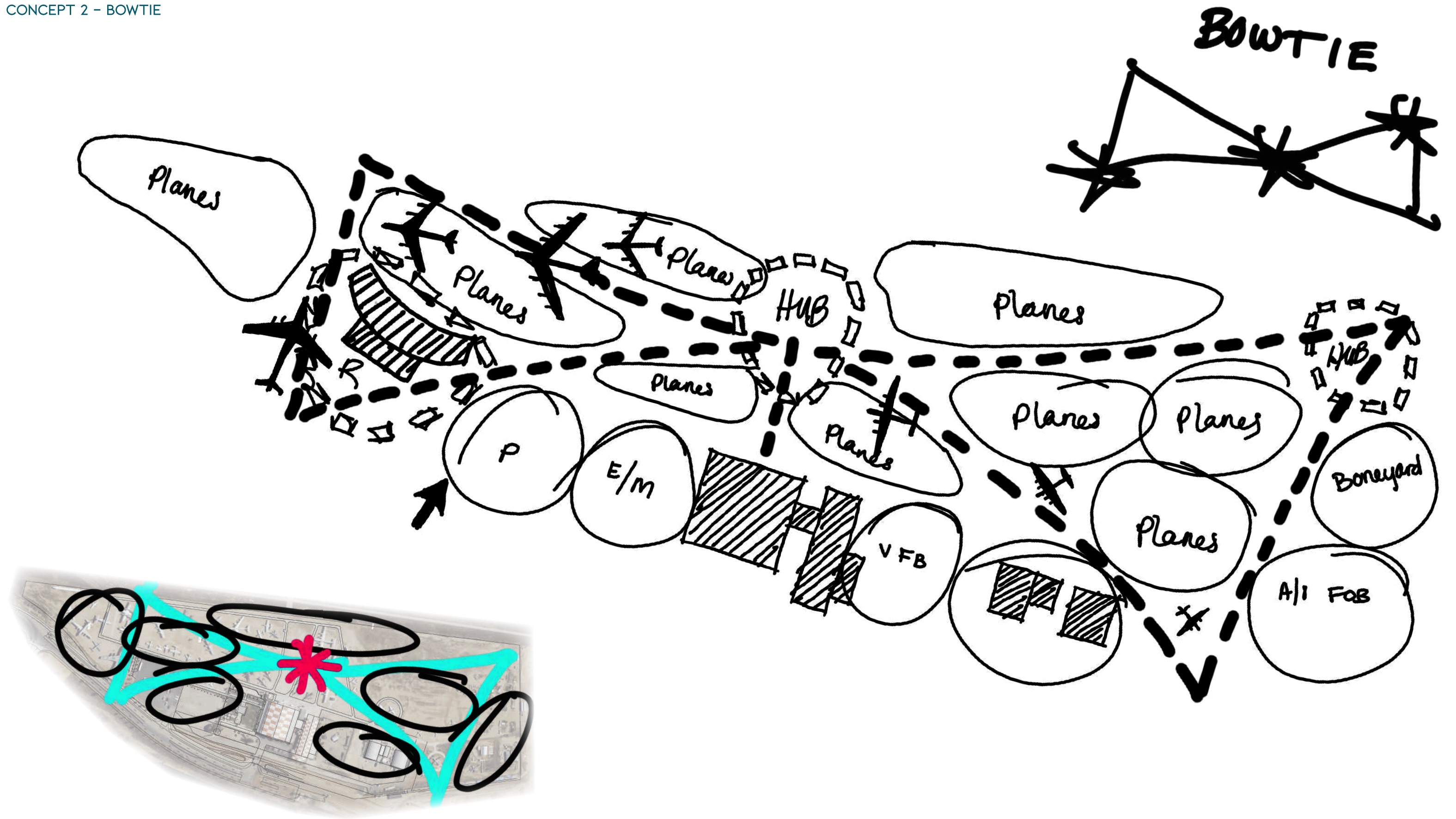


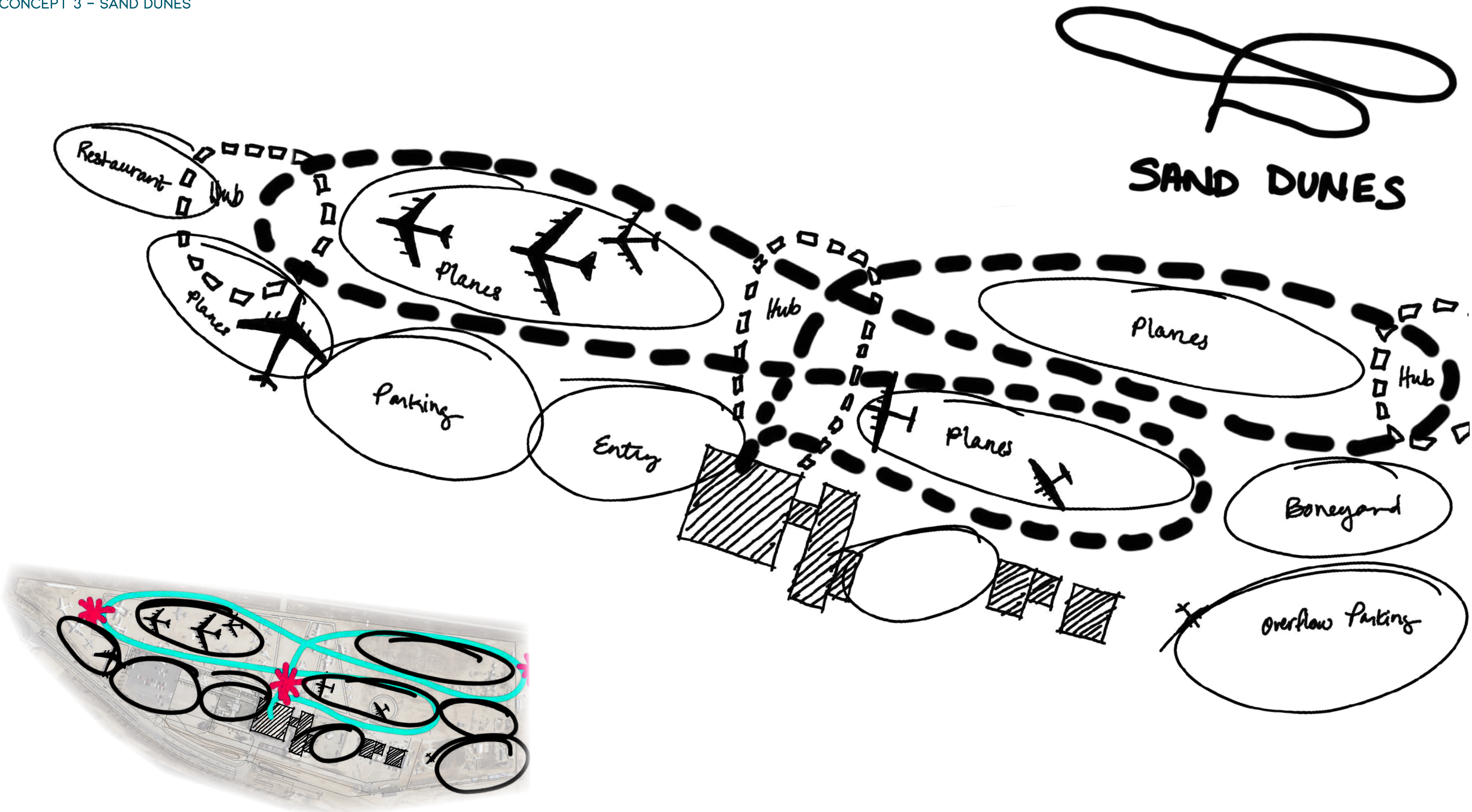
SITE NOTES

- Site is underdeveloped and offers many opportunities for improved immersion, guest circulation, and added amenities
- Opportunities to highlight views to the mountains and adjacent active runway should not be overlooked

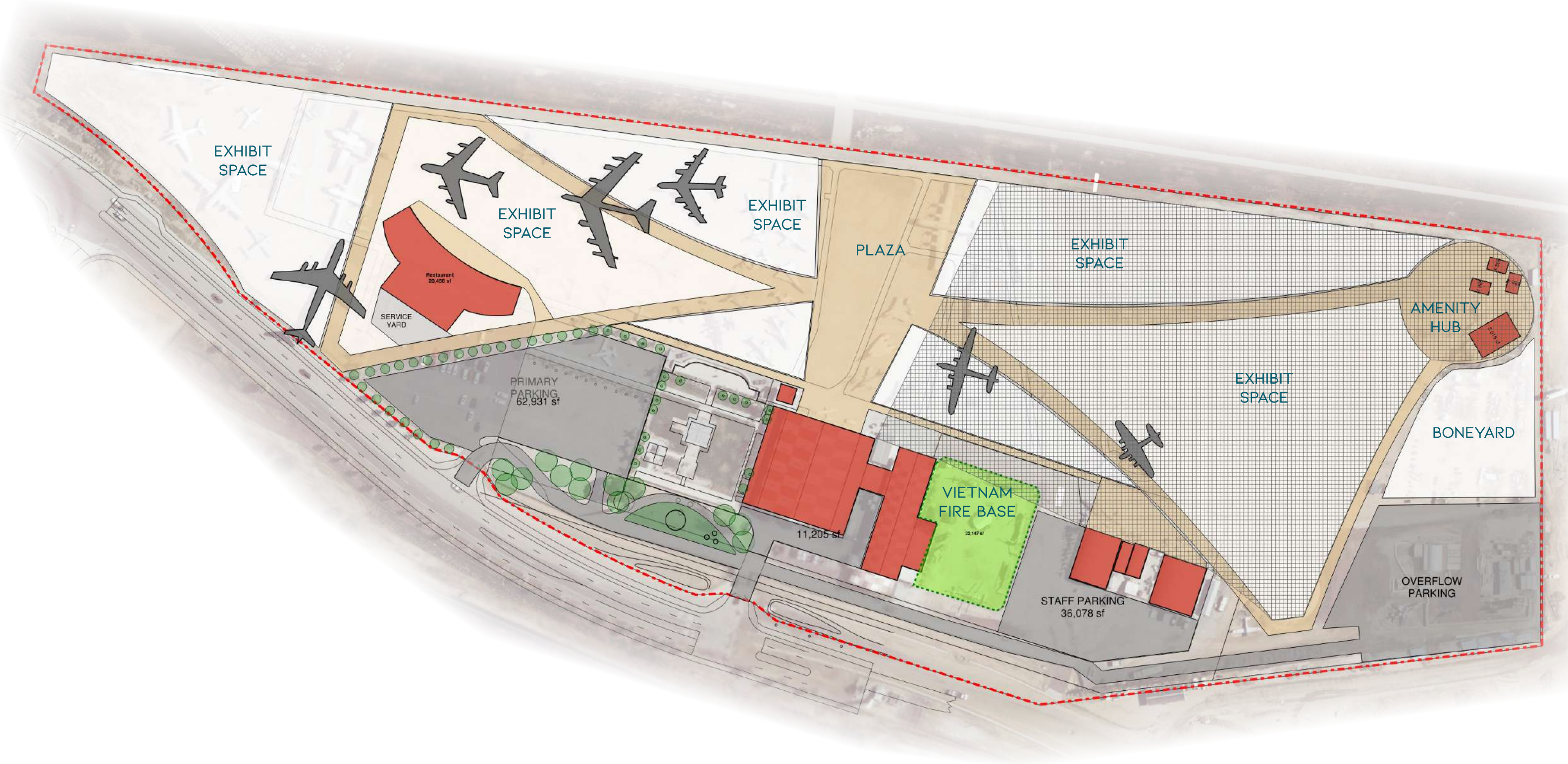


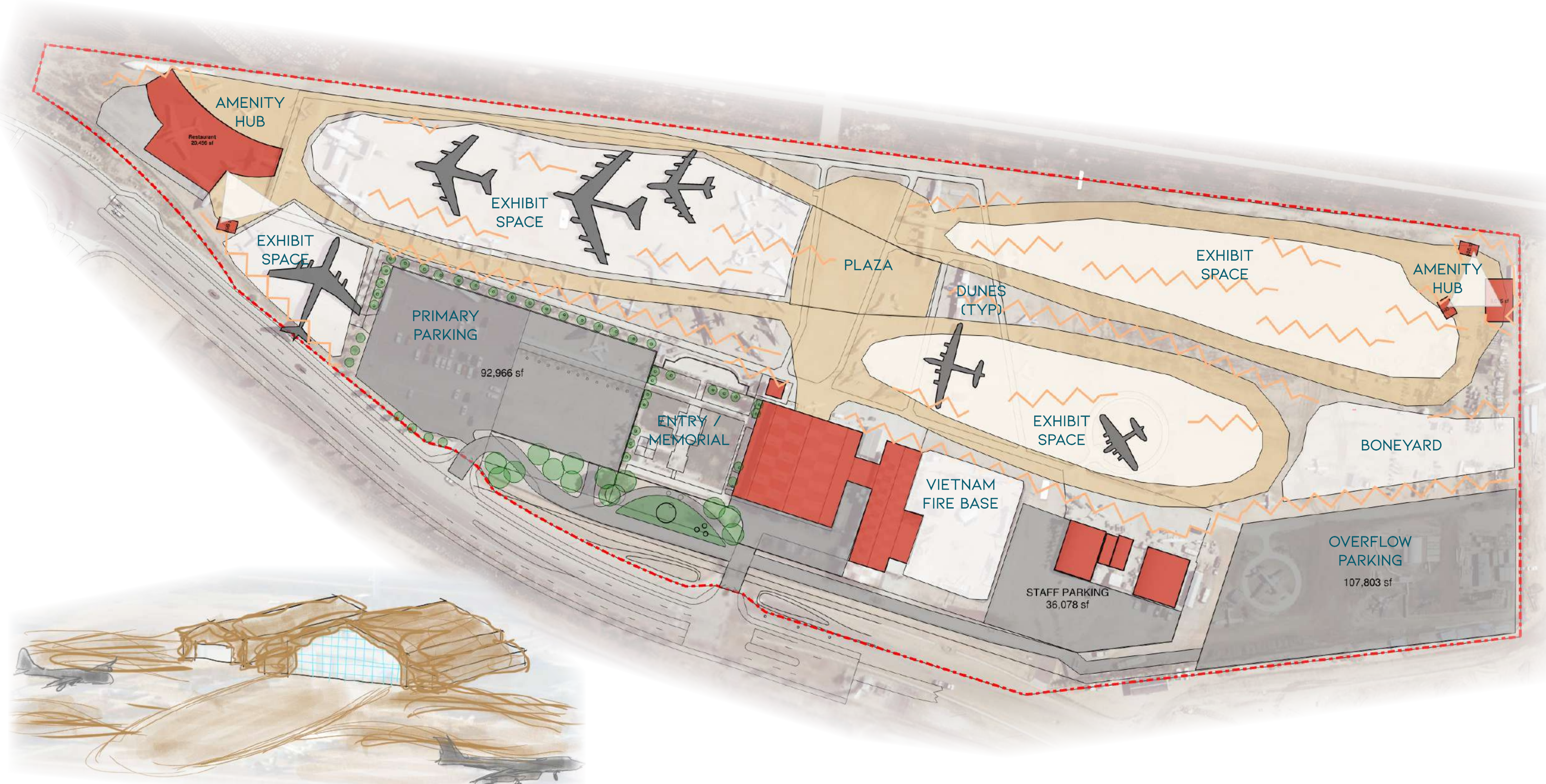












HANGAR WITH SHOTCRETE ENVELOPE, DUNES

AFGHAN FORWARD OPERATING BASE

An immersive exhibit at the March Field Air Museum can effectively transport visitors into the world of bases in Afghanistan. By incorporating elements like replicated structures, materials, layout, equipment, soundscape, and interactive experiences, the exhibit creates an authentic and engaging environment. Realistic structures such as barracks, command centers, and watchtowers, constructed with materials like concrete, sandbags, and camouflage netting, evoke the distinctive atmosphere of a military base. A carefully designed layout, including roads, barriers, and defensive positions, provides a sense of organization and strategic considerations. Displaying actual or replicated equipment, from vehicles and aircraft to weaponry and communication devices, enhances the immersion and offers visitors a tangible connection to the operational environment. Adding a soundscape with recorded sounds of helicopters, radio chatter, and ambient noises further enhances the realism. Lastly, interactive experiences like virtual simulations, training exercises, or role-playing scenarios actively involve visitors, allowing them to gain firsthand insights into the challenges faced by military personnel in the field. Through this comprehensive approach, the exhibit offers a profound and educational exploration of the realities of military operations in Afghanistan.



CAMOUFLAGE SHADE CLOTH

The utilization of camouflage cloth, similar to that used at the air base in Burbank during World War II, at the March Field Air Museum can serve a dual purpose of providing shade over a large area while also being historically significant. By recreating or re-purposing sections of this cloth, the museum can erect a canopy or overhead structure that resembles the camouflage used during the war. This installation would not only offer practical shade for visitors but also visually evoke the wartime era, showcasing an important aspect of military history. It would serve as a tangible reminder of the ingenuity and adaptability displayed during that time, honoring the contributions of those who served.



DESERT PLANES



SAND DUNES

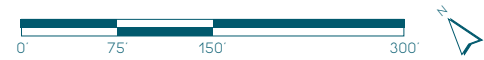


DESERT SHADE

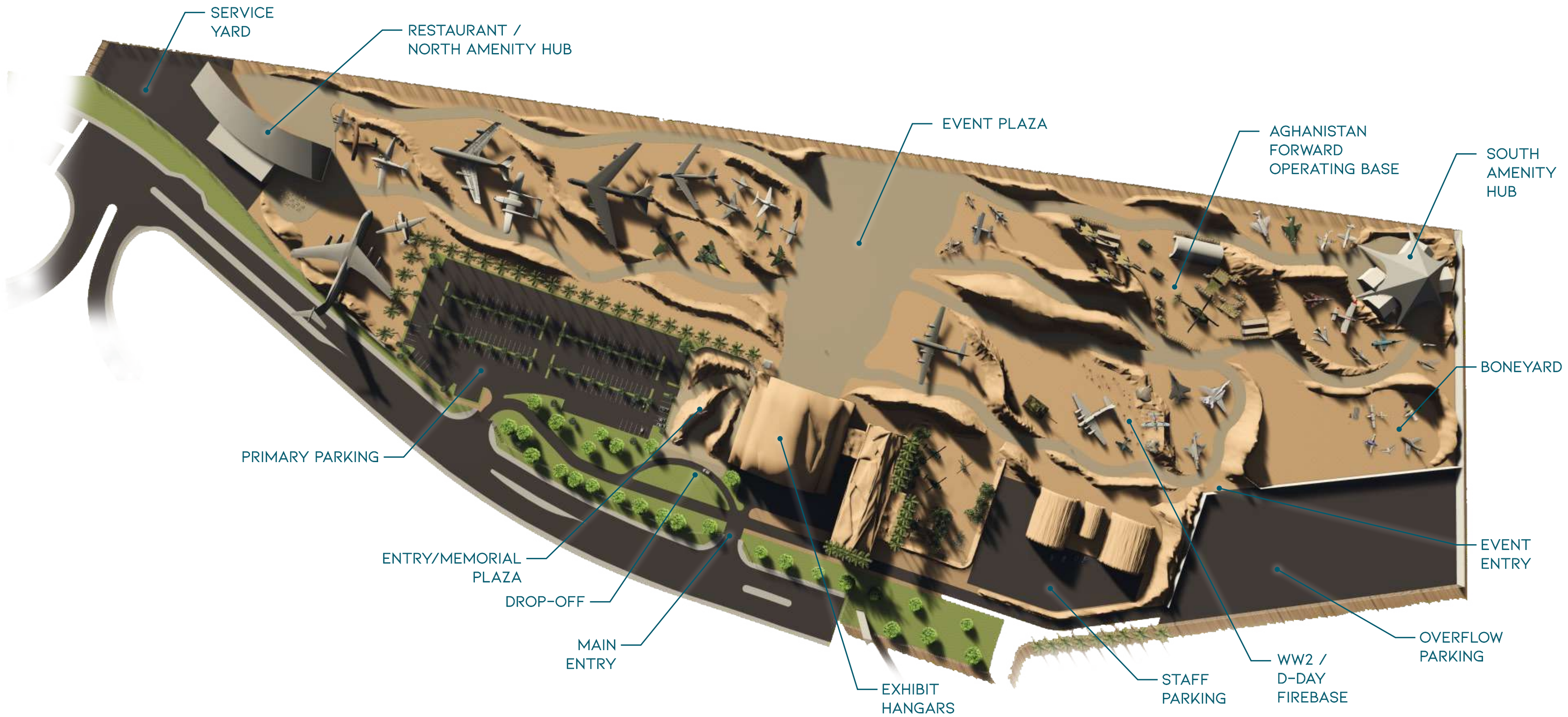


SAND CAVES





SAND DUNES

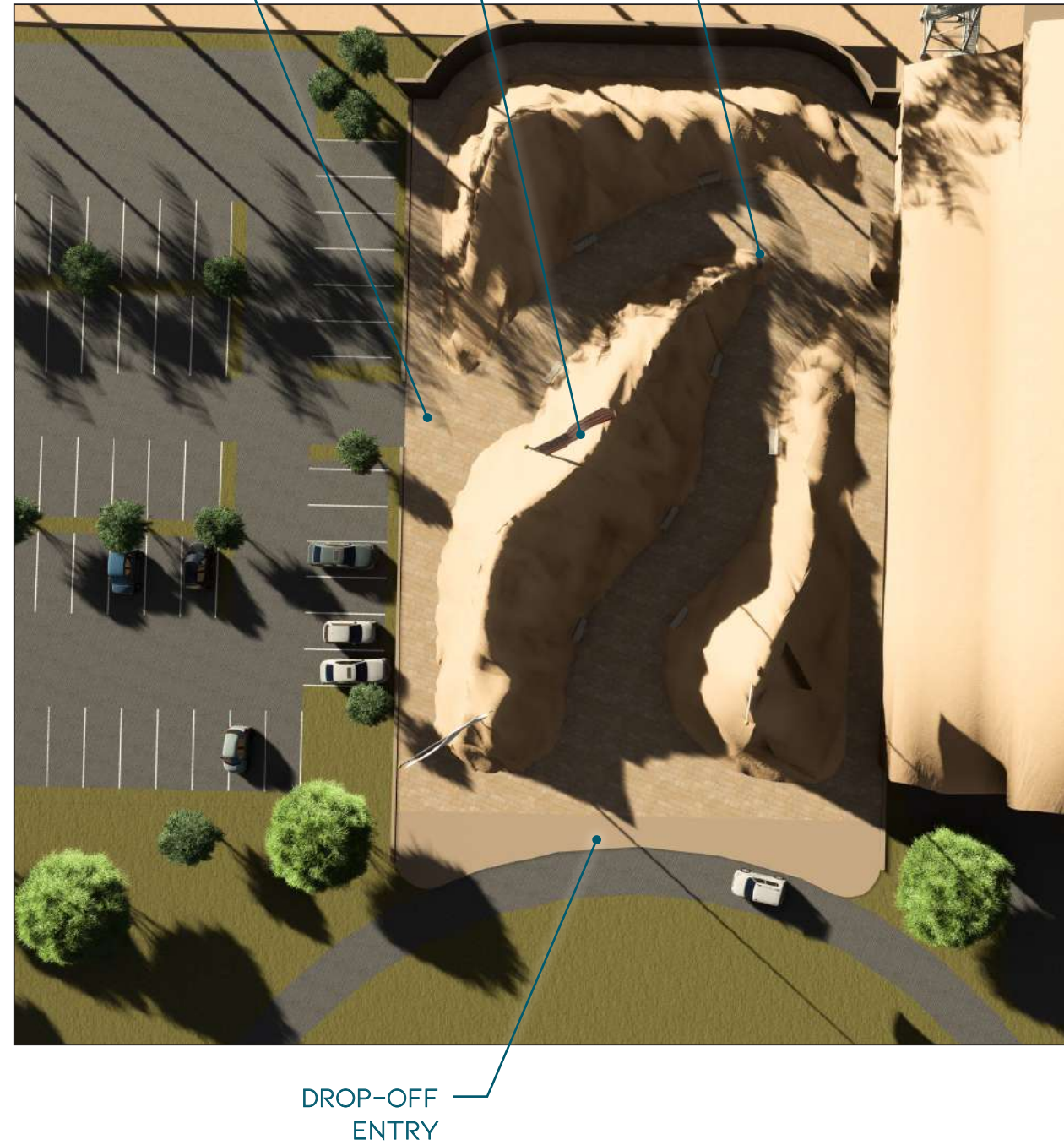
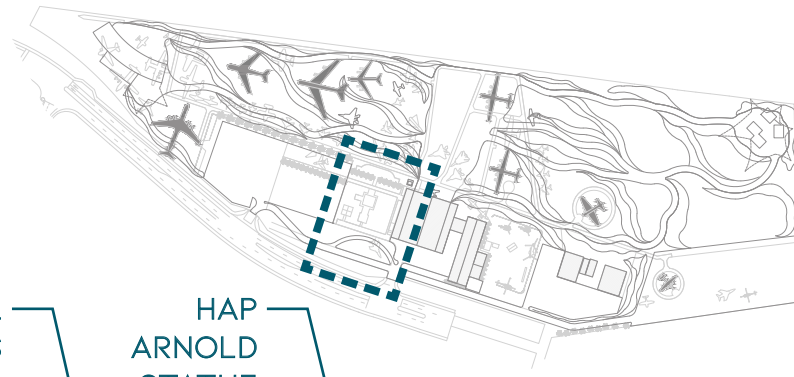






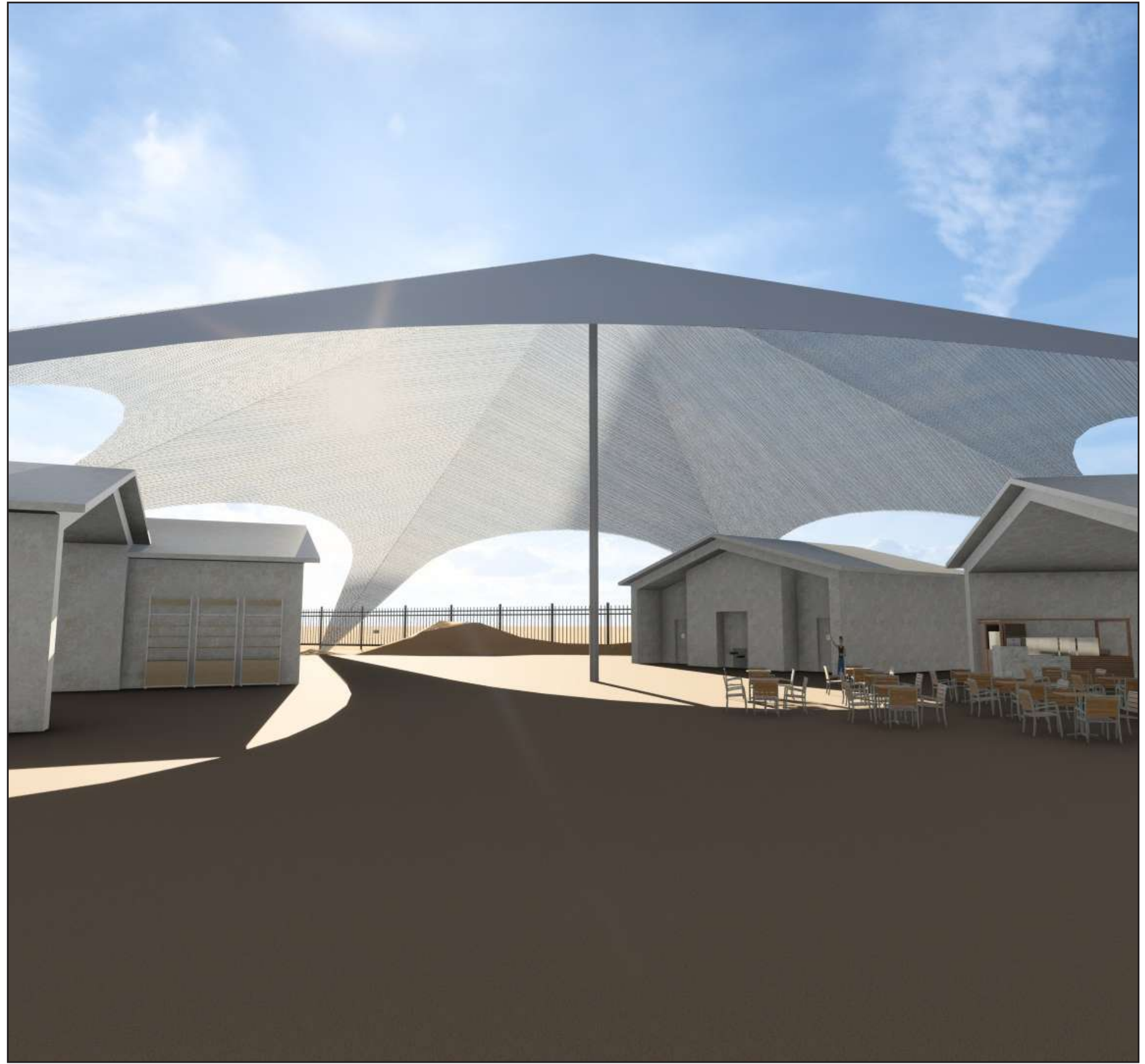
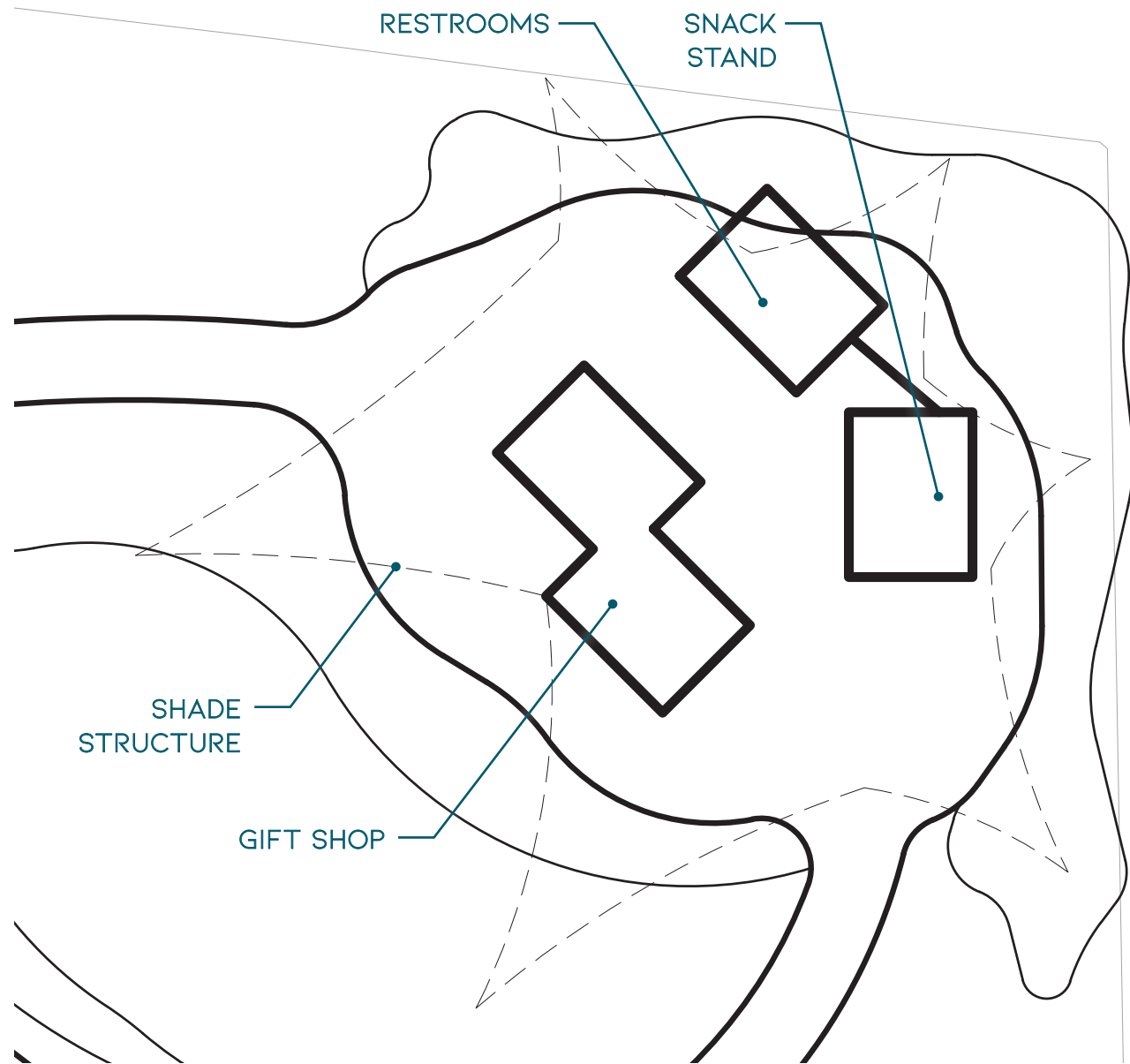
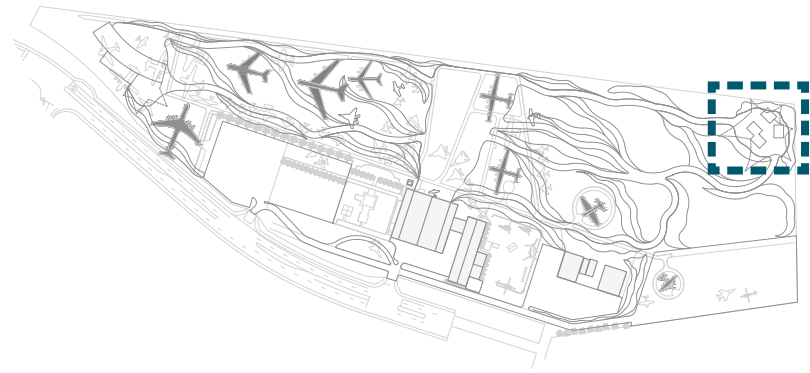
PLAN ENLARGEMENTS

ENTRY & MEMORIAL PLAZA



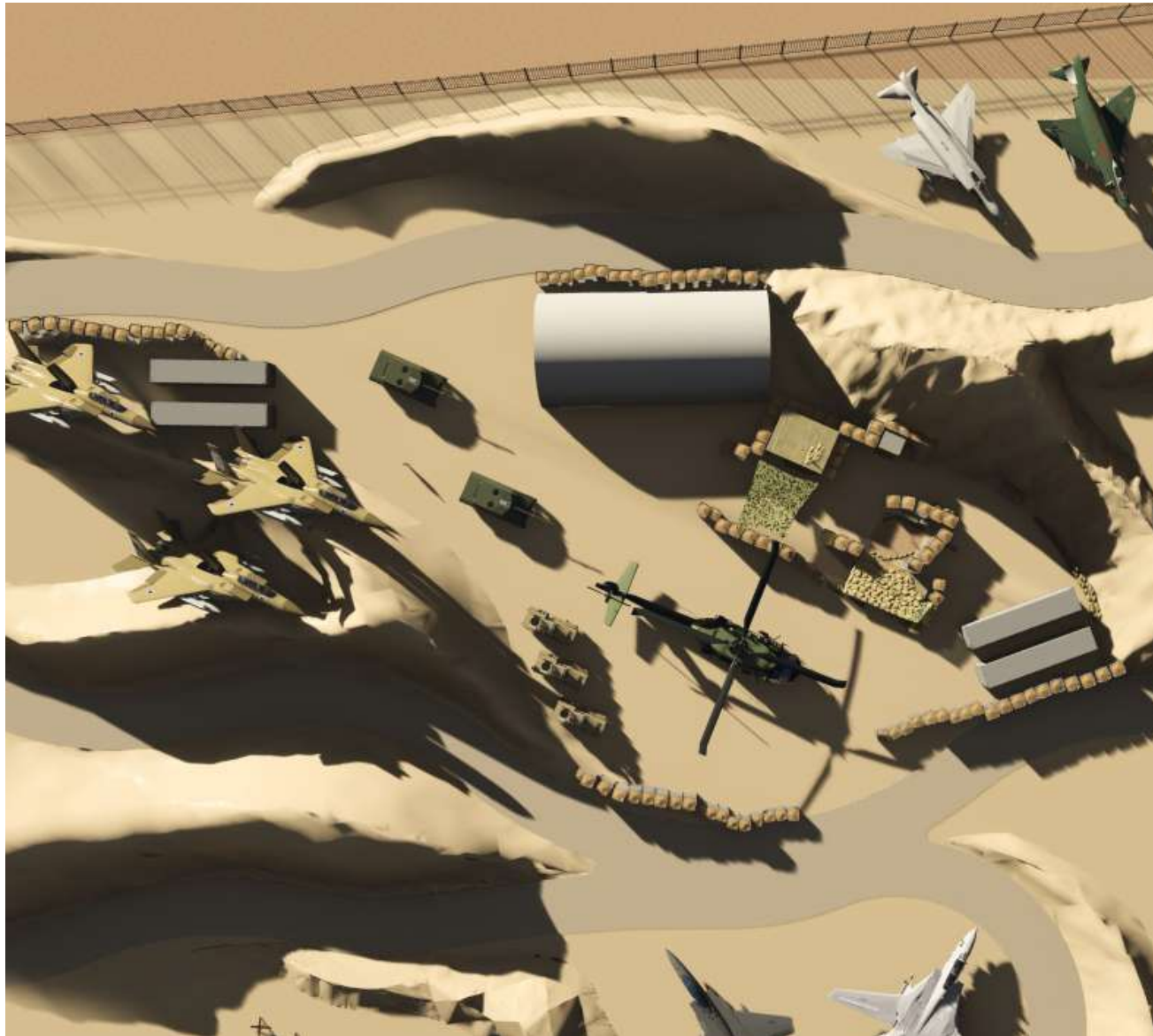
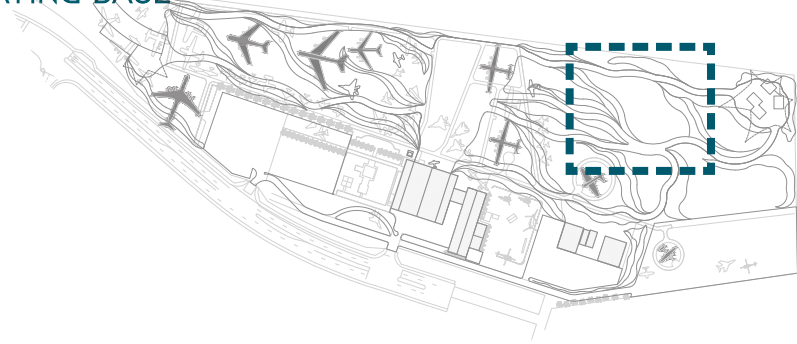
PLAN ENLARGEMENTS

SOUTH AMENITY HUB



PLAN ENLARGEMENTS

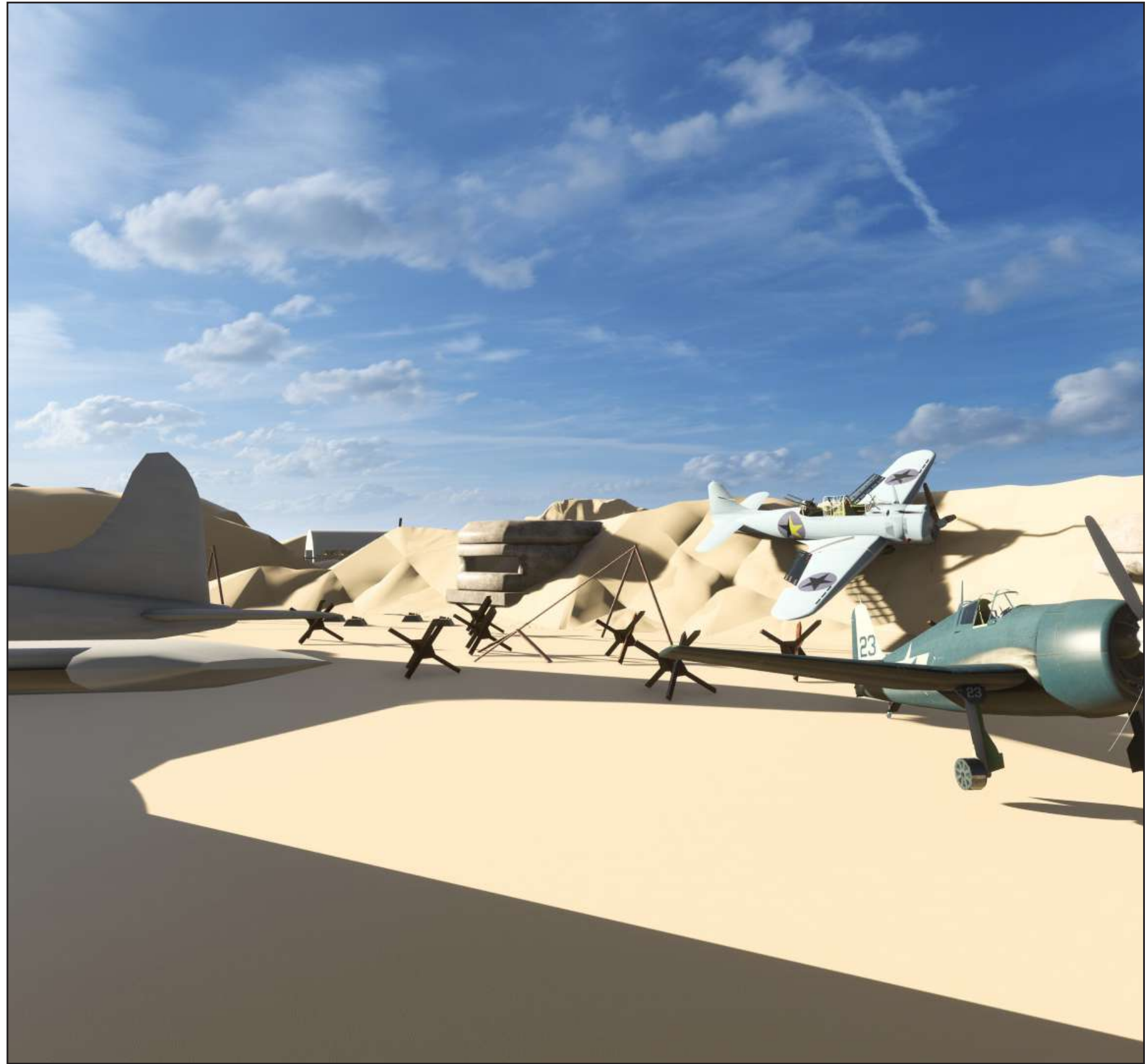
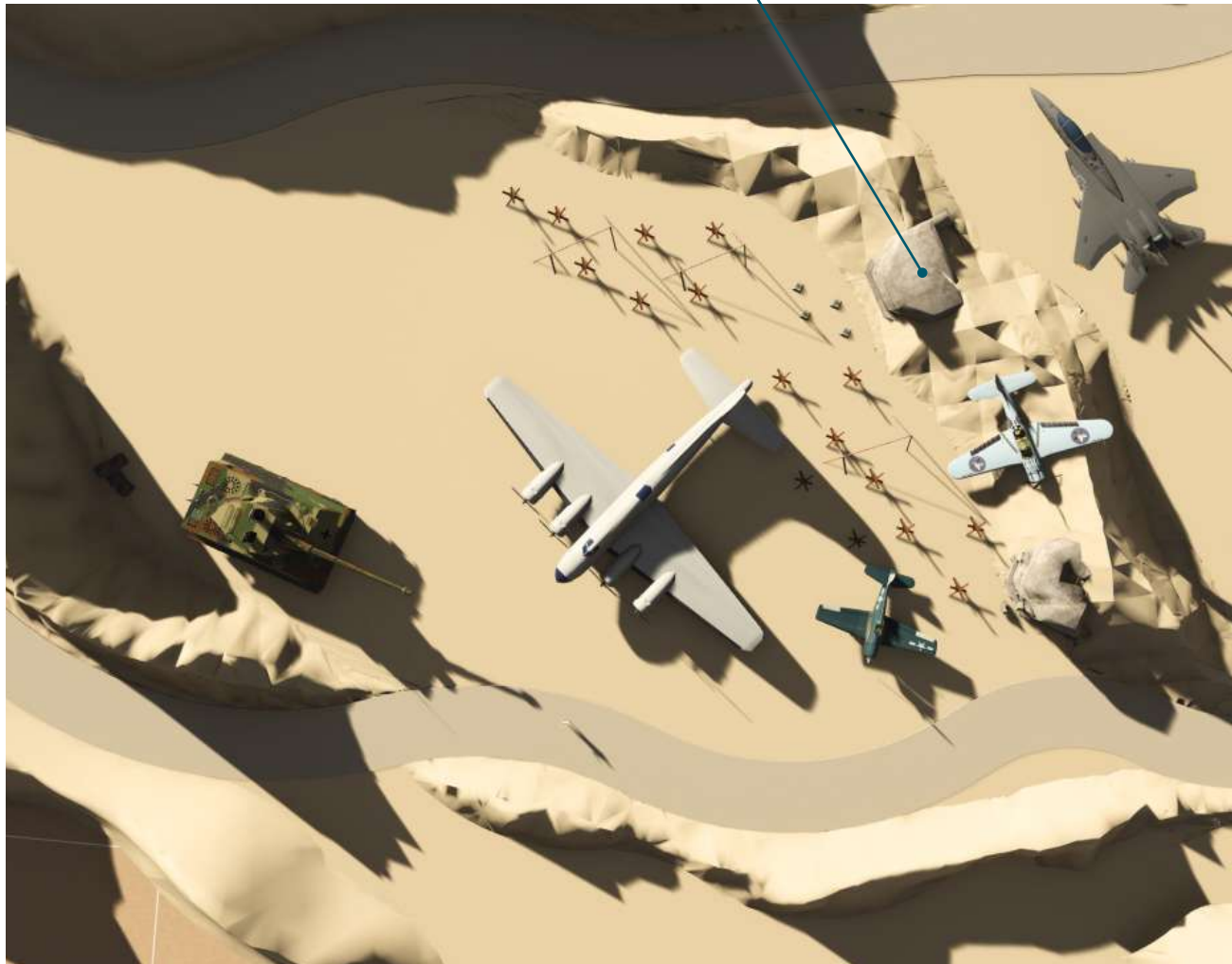
AFGHANISTAN FORWARD OPERATING BASE



WW2 FIRE BASE

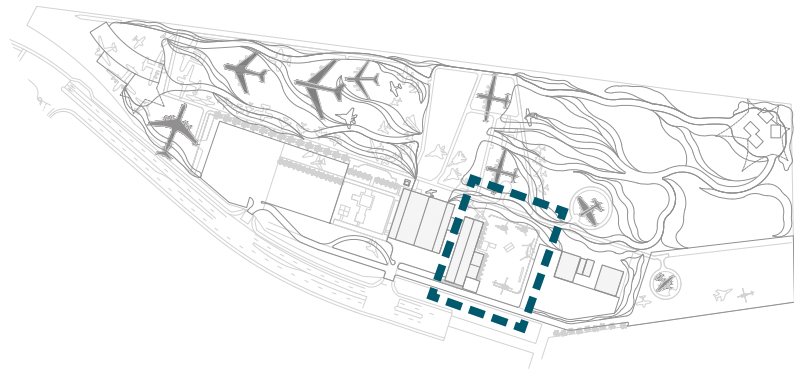


PILLBOX



PLAN ENLARGEMENTS

VIETNAM FIRE BASE



HELICOPTERS



VIETNAM VILLAGE
(AMENITIES)

HIDEOUT
ARTILLERY



