

# **SURFING HERITAGE FOUNDATION MUSEUM AND CULTURAL CENTER FACT SHEET/FREQUENTLY ASKED QUESTIONS**

The purpose of this Fact Sheet is to inform the public of considerations by the City as it explores a potential new cultural facility. The City is at the beginning of what is expected to be a multi-year public process. Reports to the public and the City Council of the progress will continue, this Fact Sheet will be updated, extensive community notification will occur throughout the environmental analysis, Planning Commission approvals and City Council hearings must occur before any actions or decisions are finalized. There will be several opportunities to allow public input throughout this process.

## **What is the Surfing Heritage Foundation Museum Project?**

In August 2007, the Surfing Heritage Foundation requested the City of Dana Point work with them to identify a location for a Surf Museum. The City retained Thirtieth Street Architects to assist with sites analyses and feasibility of a Surf Museum in Dana Point. Five locations were considered and analyzed. The Surfing Heritage Foundation board has identified a portion of Sea Terrace Park as their first choice site for a world-class Surfing Heritage Museum and Cultural Center and has requested the City consider a joint use agreement for the new building.

## **Has a Surf Museum at Sea Terrace Park Been Approved?**

No. No agreement has been made; the City Council and Surfing Heritage Foundation Board, working with a City Council/Community Task Force, are at the earliest stages of defining an agreement for the City Council to consider. Public notifications will be made if and when the City Council decides to consider an agreement for a Surf Museum at Sea Terrace Park.

The Surfing Heritage Foundation is requesting a building of approximately 30,000 square feet on one or two levels within the 30 feet height limit, plus underground parking. No building has been designed for a Surf Museum. It is possible that the footprint of the space could be reduced if portions of the building are designed for two stories.

A Surfing Heritage Foundation Museum and Cultural Center would have a Joint Use Agreement to ensure any future building would be of mutual benefit to the Surfing Heritage Foundation and the Dana Point community.

## **What About a Future Library?**

A Surf Museum would not threaten future library plans. The expanded library is an established priority of the community and City Council. Depending on the exact location of the Surf Museum, parking could be shared with the library, with other opportunities for synergy between the library and Surf Museum to benefit the community. This is separate from independent library expansion efforts currently underway.

## **Who is the Surfing Heritage Foundation and Why Dana Point?**

The Surfing Heritage Foundation is a non-profit organization with the vision "To be recognized as the definitive source of historical information and the most significant archive of material objects associated with the sport of surfing. To cause the creation of a facility that would become the symbolic cultural center, dedicated to the understanding and

appreciation of surfing as a sport, lifestyle, cultural and philosophical pursuit.” The Foundation has acquired comprehensive collections of historical surfboards, surfing accessories, photography, oral histories, cinematography and video, books, posters, and artwork for preservation, presentation, promotion and education of the surf community and culture.

The Surfing Heritage Foundation is a non-profit organization and is NOT affiliated with the entirely different Surfrider Foundation organization.

Dana Point is the location of many surfing firsts. According to the Dana Point Historical Society, there have been at least 68 historical surfing “first and bests” discovered in Dana Point, including the first world champion surfers, the first modern surfboards, materials, and techniques, the first full retail surf shop, the first surf magazine, the first surf art, the first surf clothing, and the first true surfing movies.

### **Where Will the Museum Be Built?**

If a Surf Museum is constructed at Sea Terrace Park, it would likely be placed near Pacific Coast Highway near the tunnel underpass to Salt Creek Beach.

The museum footprint would use less than 3% of the 27-acres of park space, less than 4% with patio/parking. The park and walking trails would continue to exist, though the trail may need to be altered around any proposed building.

### **Why Does the Surf Museum Need a 30,000 Square Foot Building?**

There are many purposes and uses affiliated with the potential Surf Museum, including: main exhibit and display areas (rotating and permanent), reception, theater, library, community room, kitchenette/snack area, restrooms, mechanical rooms, museum gift shop, elevator, and janitor area. The Surfing Heritage Foundation has examined their building needs and has determined 30,000 sf is the minimum for their facility.

### **When Would the Building Be Constructed?**

If conceptually approved by City Council, it would take about 10 years for fundraising, design and construction of a museum. There would be many steps to this process, and the City Council, Planning Commission and community would be included in these steps.

### **Who Would Pay for Surf Museum Building?**

After conceptual approval for a location, the Surfing Heritage Foundation would begin design and fundraising efforts to privately fund construction for a surf museum building.

### **What Would the Building Look Like?**

No plans have been developed yet, but any future building would require environmental review and necessary approvals from the Planning Commission and City Council at public meetings, and must be in conformance with the Monarch Beach Specific Plan architectural requirements, and be non-commercial in its uses.

### **What About Traffic Impacts to Surrounding Neighborhoods?**

Traffic and access issues would be addressed to minimize impacts to the community. The Orange County Library reports 200,000 annual visits to the Dana Point branch library, with

minimal impacts to the neighborhood. A Surf Museum would be expected to generate far fewer trips. An Environmental Initial Study and Traffic Impact Analysis must be completed prior to approval of a Surf Museum. Bus drop off areas and parking would be considered and planned for, perhaps with an extension of Stonehill Drive or use of Salt Creek Beach Parking. Access in and out of the Surf Museum will depend on final site and building location.

### **What About Noise Impacts to Surrounding Neighborhoods?**

An Environmental Initial Study and Noise Impact Analysis would have to be completed prior to approval of a Surf Museum, with particular attention to special events. Noise issues would also have to be identified through an independent Noise Impact Analysis and managed via conditions in a potential Joint Use Agreement between the City and the Surfing Heritage Foundation.

### **What is the Benefit to the Dana Point Community?**

A Surf Museum would serve the community through sharing of designated meeting space and indoor theater, in addition to increased resort room occupancies which directly benefit the City financially to support police, fire, street, parks and other public services. A Surf Museum would also provide an additional cultural venue to residents that enhance quality of life and reflect the upscale, coastal resort image of Dana Point.

### **Will the Corner of PCH and Niguel Road Remain Open and Green?**

Yes. It is important to the community that the landscaped corner be maintained as open space. The corner would not be affected by a potential surf museum.

### **What About the Existing Pedestrian Walkway?**

The continuous pedestrian walkway would be maintained, though the pedestrian route may need to be altered if a building is constructed.

### **Which Other Locations Were Considered?**

After reviewing opportunity sites citywide, five locations were selected for further analysis, including: the Dana Villa Site at Dana Point Harbor Dr. and PCH; La Plaza Site - City owned property between Violet Lantern and Golden Lantern on PCH; Lantern Bay Park Site - City owned property at Dana Point Harbor Drive and Park Lantern; Sea Terrace Park Site - City owned property at Niguel Road and PCH; and Via Canon Site - City owned property between Via Canon and PCH, east of Camino Capistrano.

### **What is a Joint Use Agreement?**

A joint use agreement is a cooperative operating agreement. Its purpose is to commit both parties, in this case the City of Dana Point and the Surfing Heritage Foundation, to specific use of city property as a museum building. Assurance of a future agreement would be necessary for the Surfing Heritage Foundation to begin their fundraising campaign. The benefit to Dana Point should match or exceed the value of land. If an agreement at Sea Terrace Park is made, it is expected the City's contribution will be provision of the land and the Surfing Foundation would be responsible for construction and maintenance of building, plus Surf Museum operation.

## **What Would a Surfing Heritage Foundation Museum Joint Use Agreement Include?**

It is expected the agreement would address the following issues:

- A potential museum must not interfere with library expansion plans
- Support and promote the upscale resort image of Dana Point
- Use of high quality materials, including green building practices
- Design of outdoor event space to minimize impacts on residential and hotel neighbors
- Limit outdoor events to maintain passive nature of Sea Terrace Park
- Permanent exhibition featuring Dana Point surfing roots
- Include public art
- Any proposed food service or museum gift shop designed to be incidental to main cultural facility use
- Number of days facility available to public, guidelines for access (non-profits or City) to serve community for performing and cultural art events
- Low-impact signage design to avoid appearance of commercialization of park
- Museum operated according to American Association of Museums or other recognized organization
- Educational outreach component
- Must maintain valid non-profit status
- Maintenance standards of facilities and grounds
- Hours of operation
- Transfer to another Foundation subject to approval of the City
- Term of agreement and performance measures such as certain percentage of funds raised within certain time periods (ex. 50% funds in 5 years)
- Maintain highest quality pedestrian experience through park
- Minimize noise impacts to surrounding neighborhoods
- Bus access and parking from Stonehill, not Mariner Drive
- Minimize traffic impacts to Mariner Drive and surrounding neighborhoods
- Traffic Management Plan in place to minimize impacts to neighbors
- Parking available to support museum, Sea Terrace Park and library

For more information, see the following websites and sign up for email news updates:

[www.danapoint.org](http://www.danapoint.org) and [www.surfingheritagefoundation.org](http://www.surfingheritagefoundation.org)