

*Monterey Bay National Marine Sanctuary
Exploration Center Update*

*Monterey & Gulf of the Farallones
Joint Advisory Council Meeting
2.12.09*





Monterey Bay National Marine Sanctuary Exploration Center



National Marine Sanctuaries



Action Plan:

Take Science to the Public



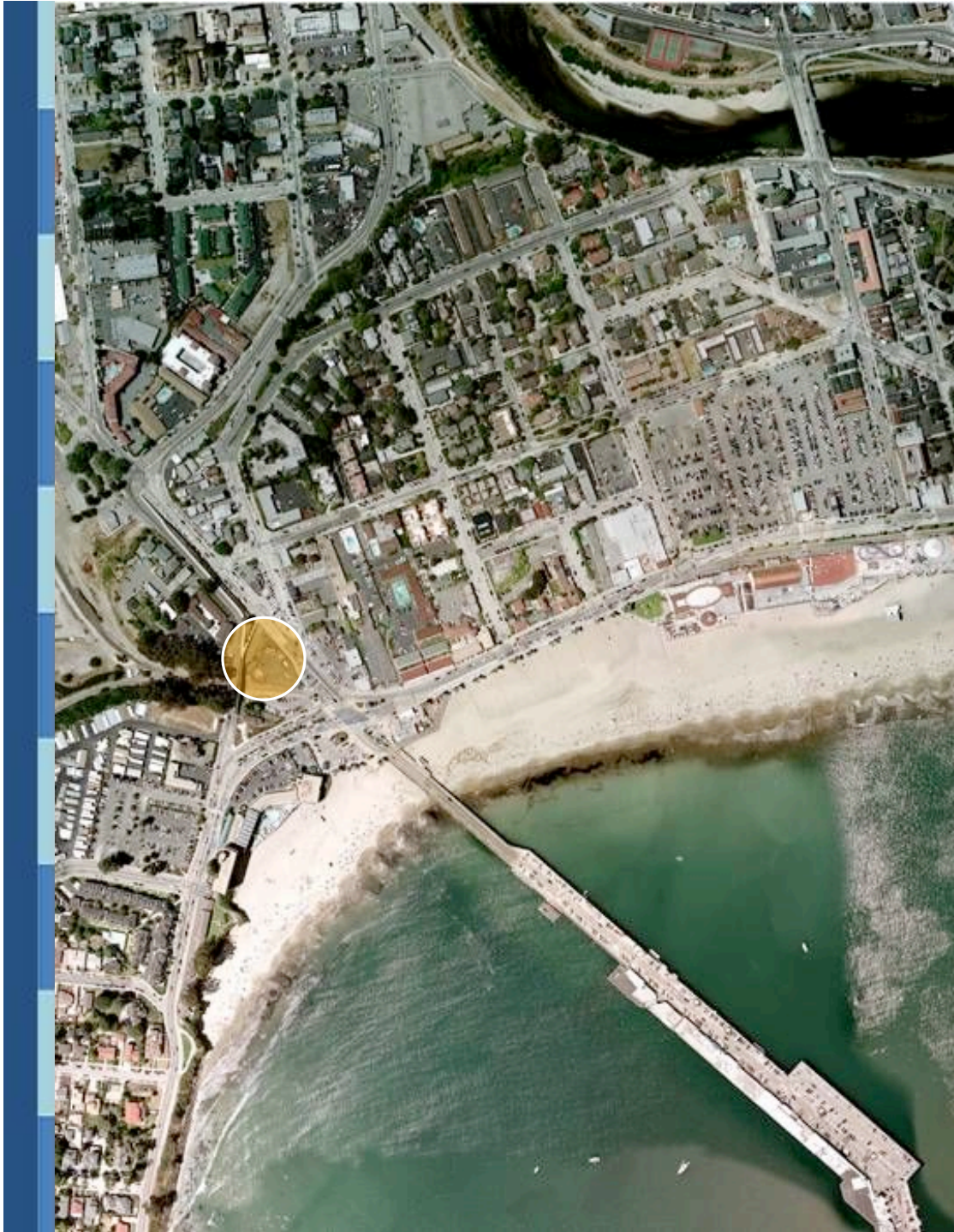
“The characteristic of public design (location based facilities) are that it is not raising public awareness and understanding of the issue facing the MBNMS the creation of an information science literacy of the public.”



Santa Cruz Beach Boardwalk Location



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Estimated 3-4 million visitors annually

The breakdown of visitors based on surveys for 2007 (Statistics courtesy of Seaside Company) :

40% = San Francisco Bay Area
(1/3rd go to the Monterey Bay Aquarium)
18% = Local Market
15% = Central Valley
10% = Other Northern California
12% = Foreign travelers or out-of-state
5% = Southern California

Demographics=

56% Caucasian

26% Latino

8% Asian

6% African American

4% Other



THOMAS HACKER
ARCHITECTS INC.



The visitor center will be an architecturally distinct two story, 10,600 square foot US Green Building Leaders in Energy and Environmental Design (LEED) building overlooking the ocean.

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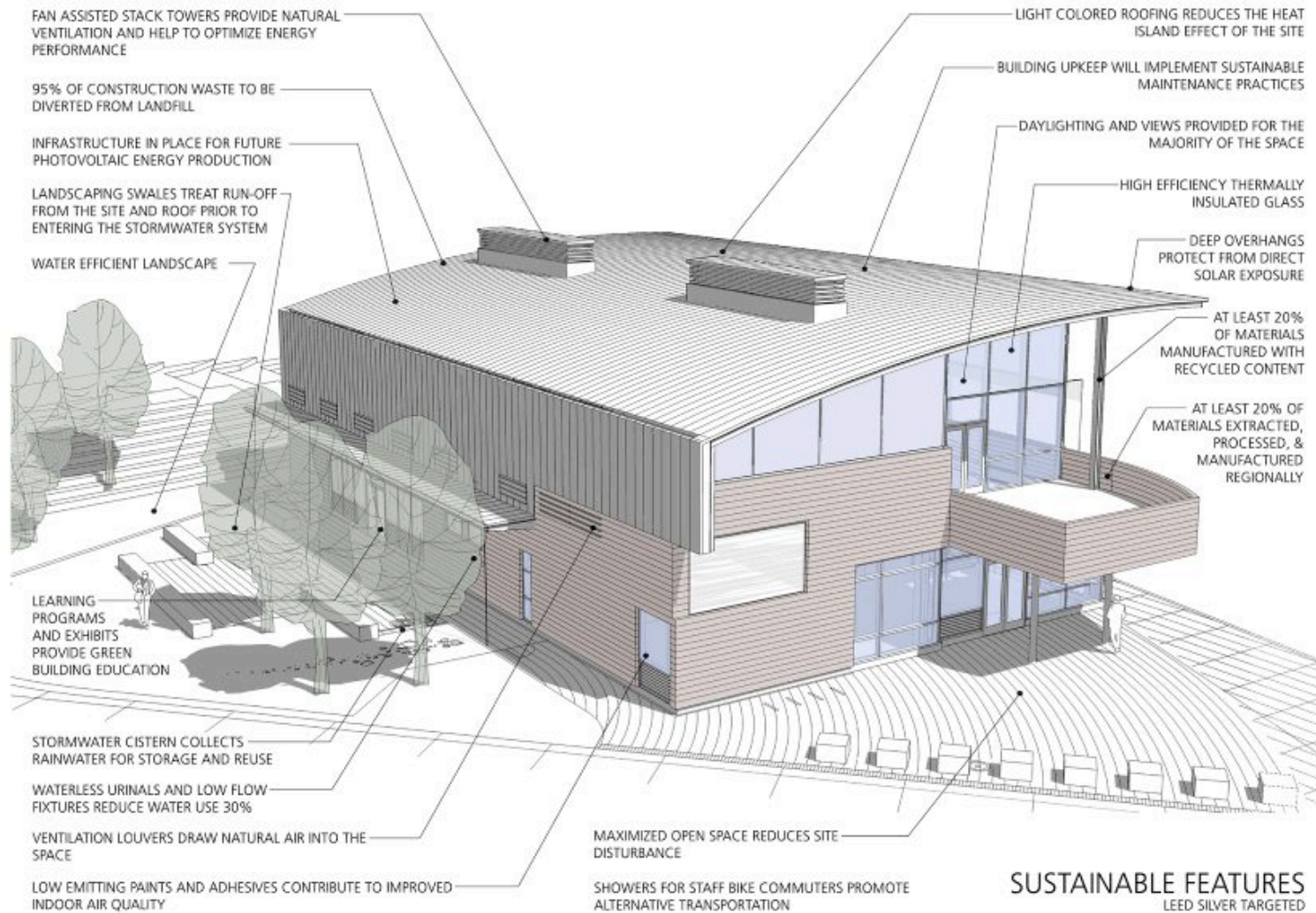


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Exploration Center Goals

- Establish the City of **Santa Cruz** as a gateway to the MBNMS providing orientation for visitors.
- Raise the **awareness of the Sanctuary's presence**.
- **Involve and educate visitors** about the sanctuary's unique and fascinating coastal and marine natural resources.
- Instill in visitors a **sense of personal stewardship** with regard to the sanctuary and an understanding of how to help protect it.
- Construct an **environmentally sensitive building** that will demonstrate the advantages of sustainability.



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Program Elements



Research



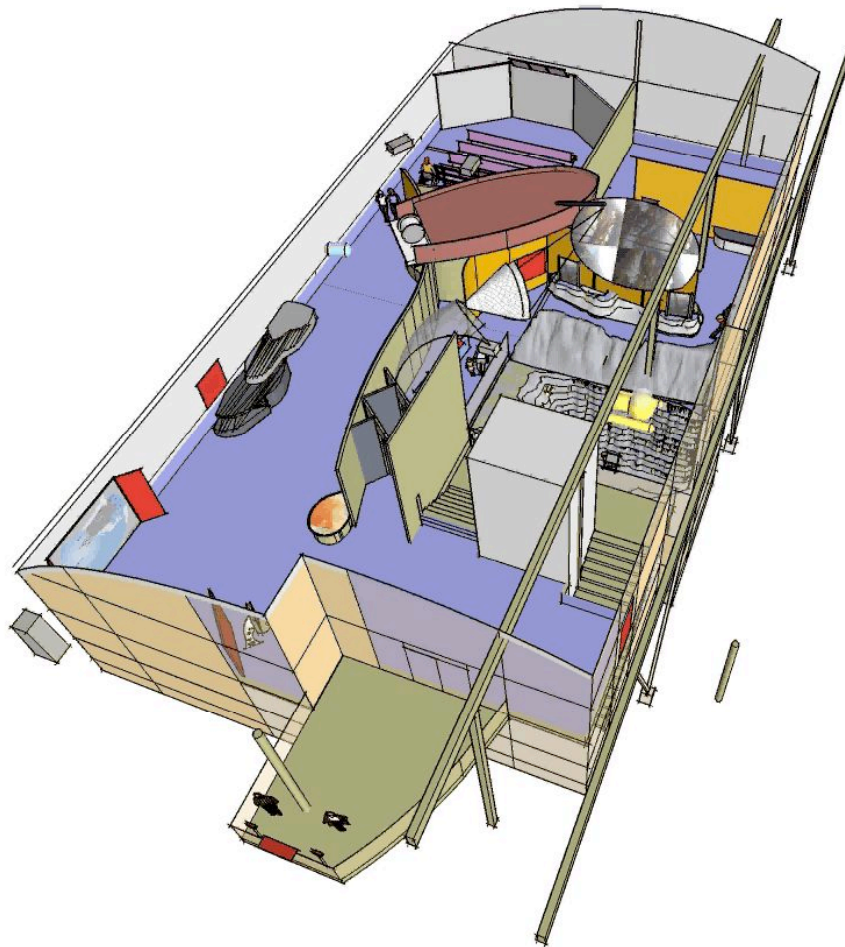
Education



Monitoring

**Resource
Protection**

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Biodiversity: the variety of life
in a particular ecosystem

*As biodiversity is essential to the
health of our planet, we must protect it.*



Ecosystem: a community of
organisms and the habitat they live in

*It includes the interactions between
organisms and their physical environment.*



Habitat: a living thing's home

*It includes the physical and biological
factors that affect an organism's life.*



Watershed: an area of land where
water collects and drains into a
river, lake or ocean

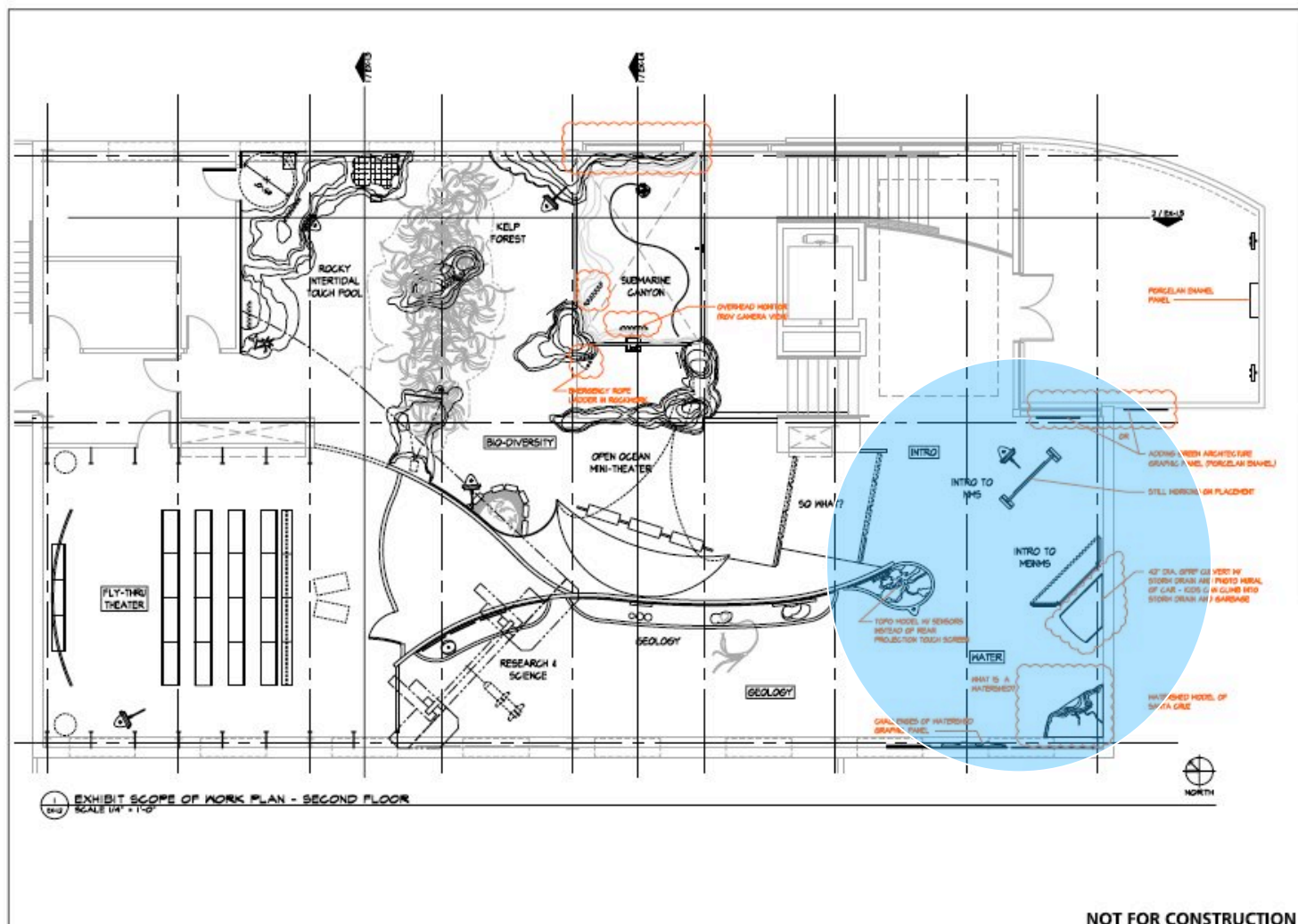
*It is the area of land that drains
into a body of water, such as a river or
ocean. All life in it depends on it.*



Sanctuary: a safe place, a refuge

*It is a place where people can go to
find peace and safety.*





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NATIONAL MARINE
SANCTUARIES
MONTEREY BAY
Visitor Center

Santa Cruz, California

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Water Quality =

C

We all depend on clean water

Todos dependemos de agua potable

Always wash your car at a carwash that recycles water.

At home, chemicals in your soap can flow down the sidewalks and streets and into the ocean through storm drains.



Recycle plastics and pick up trash, especially on streets and beaches.

Who wants to swim or surf in water full of cigarette butts, plastic bags, water bottles and other trash?



Recycle used motor oil and fix your vehicle's leaks. Never wash spills into storm drains.

Cars, trucks and boats leak more oil into waterways and the ocean every year than any tanker has ever spilled.



Don't go in the water if you see signs like this!

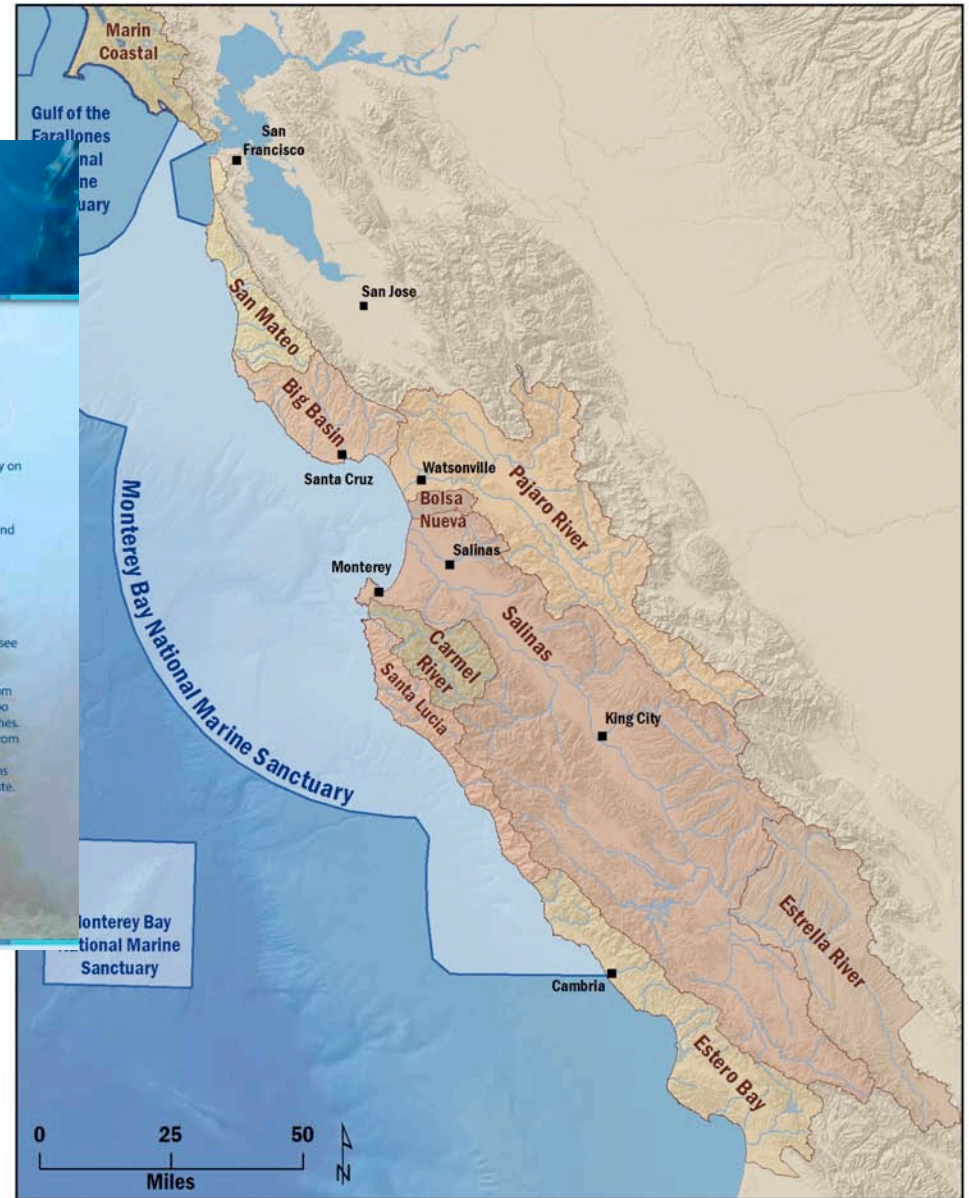
When the bacteria count from human or animal waste is too high, authorities close beaches. The bacteria usually come from sewage spills but can be a result of faulty septic systems or uncollected livestock waste.



BROCHURE RACK

DONOR PANEL

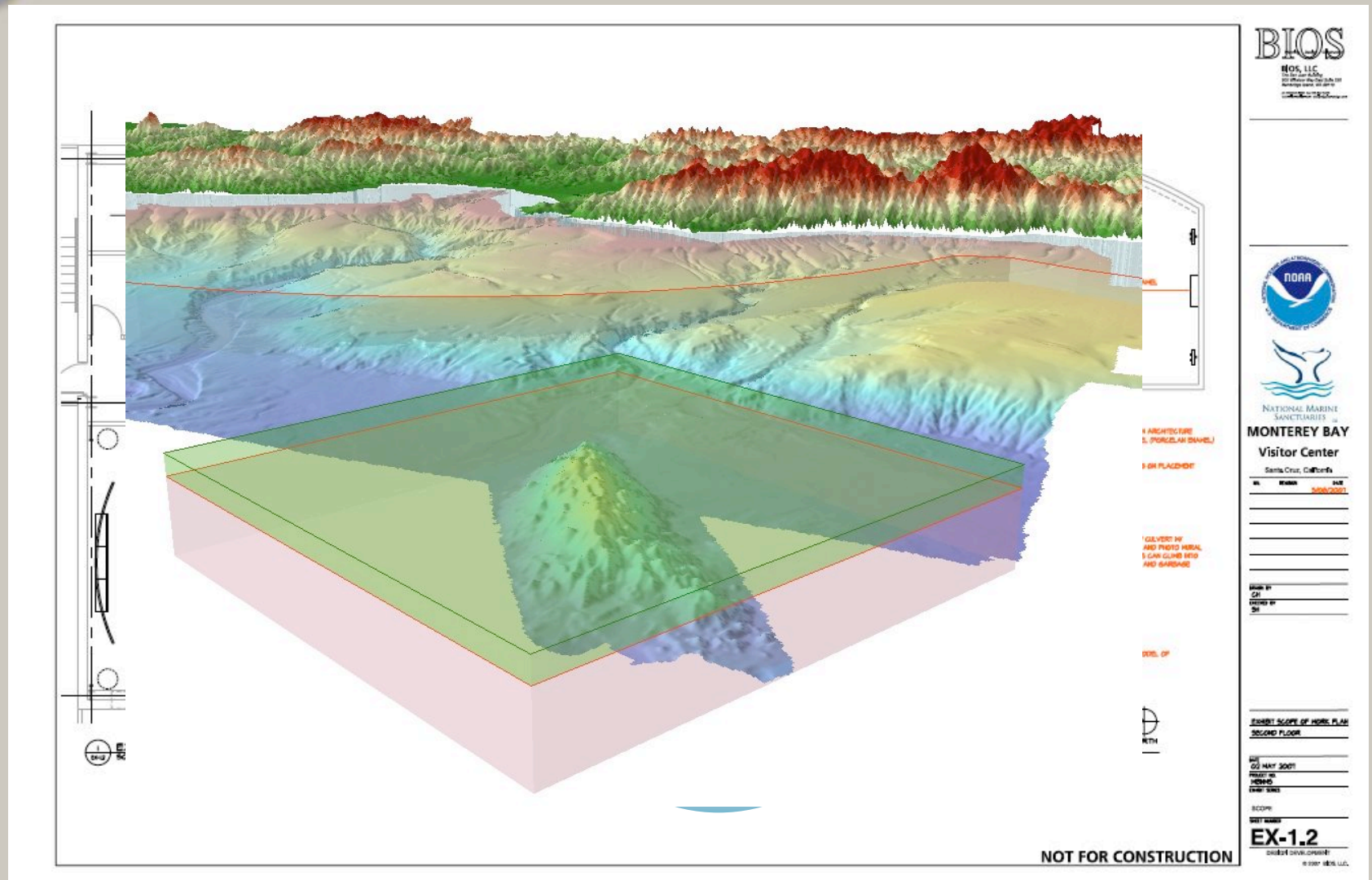
Watersheds flowing into the Monterey Bay National Marine Sanctuary



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The Sanctuary is anything but flat!



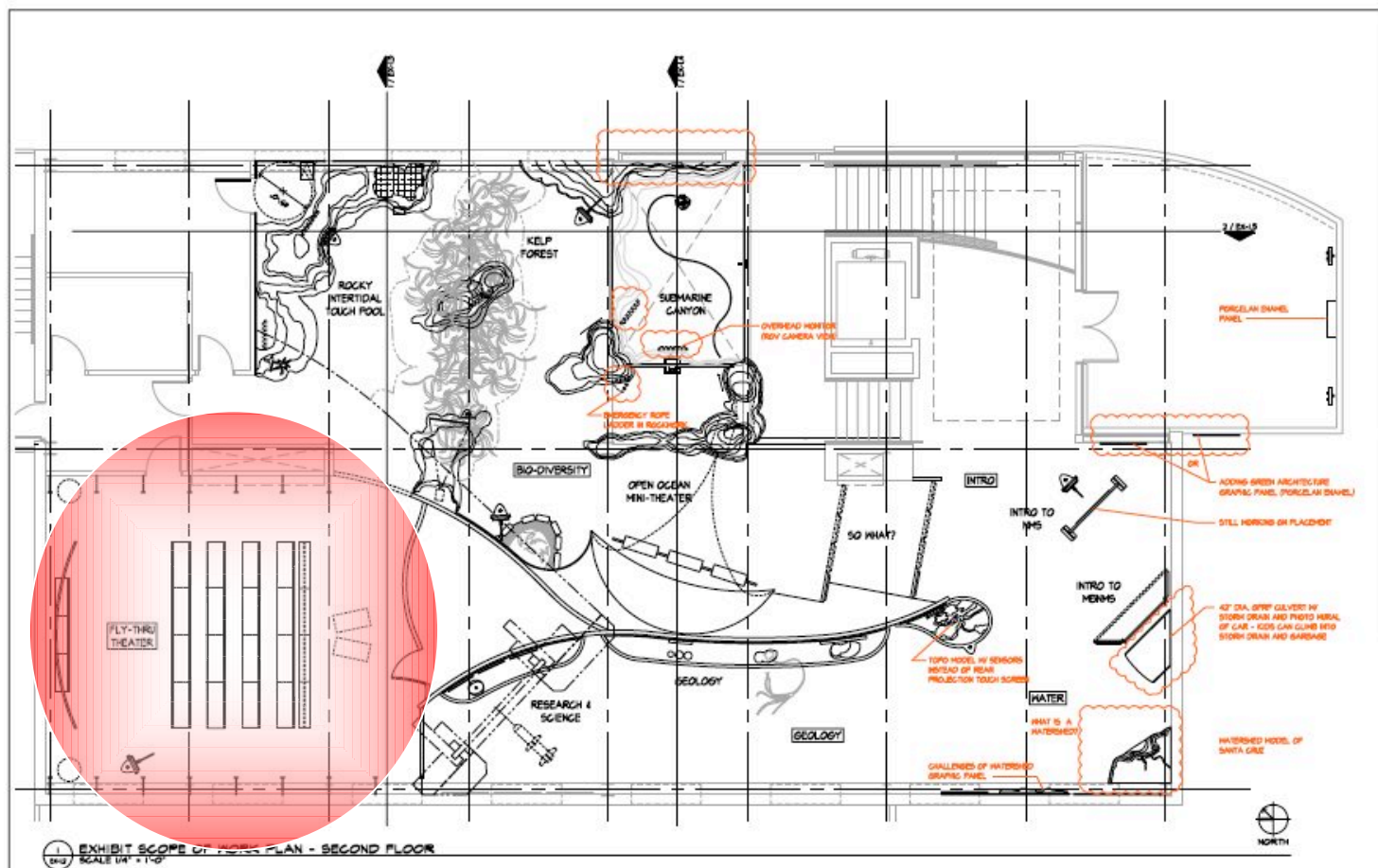


EXHIBIT SCOPE OF WORK PLAN - SECOND FLOOR
SCALE 1/4" = 1'-0"

NOT FOR CONSTRUCTION

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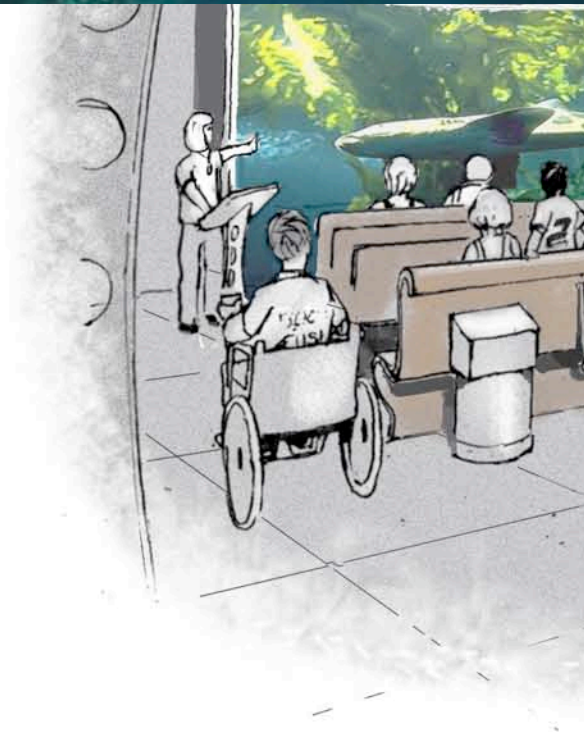
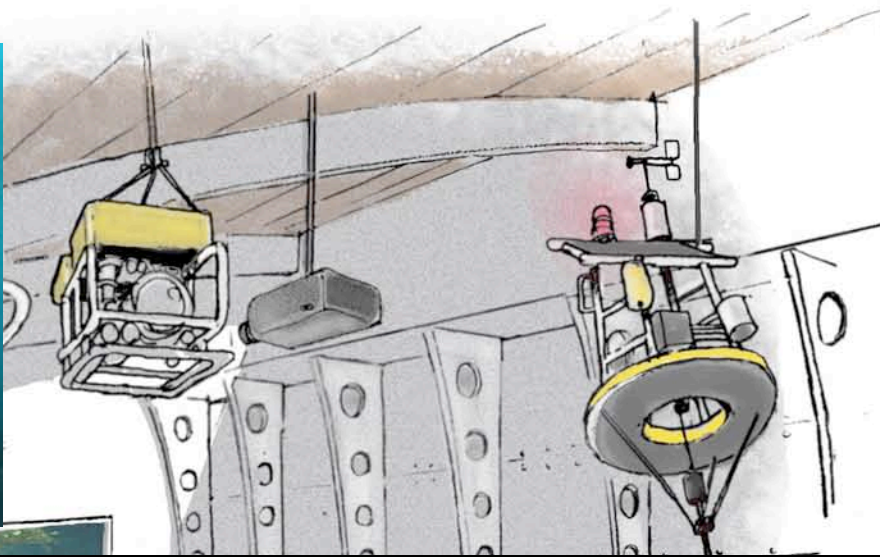
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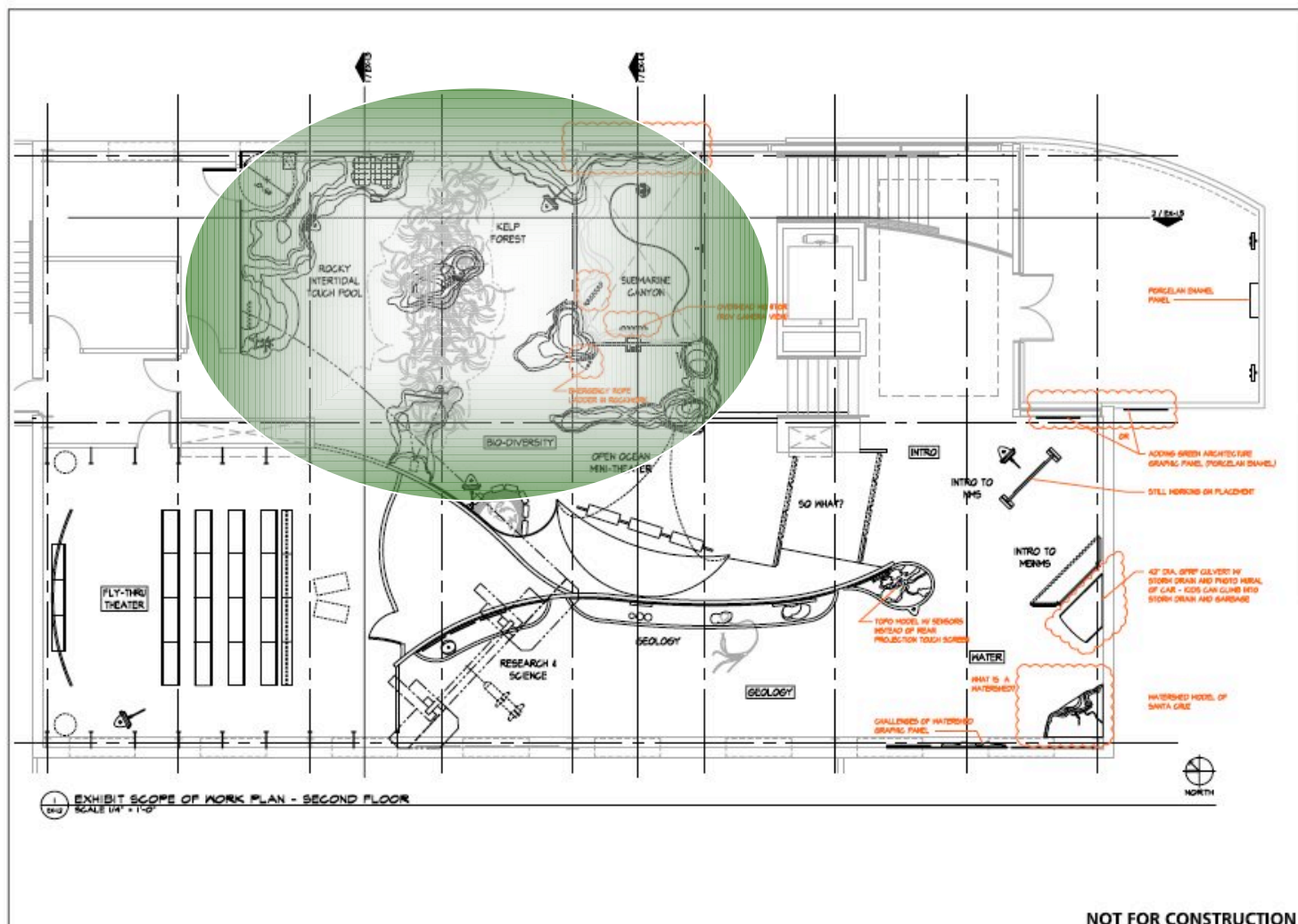
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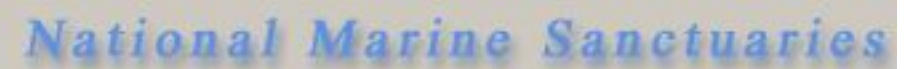
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Sea life in these waters

Open Ocean

Interesting fact regarding panel
topic goes here.

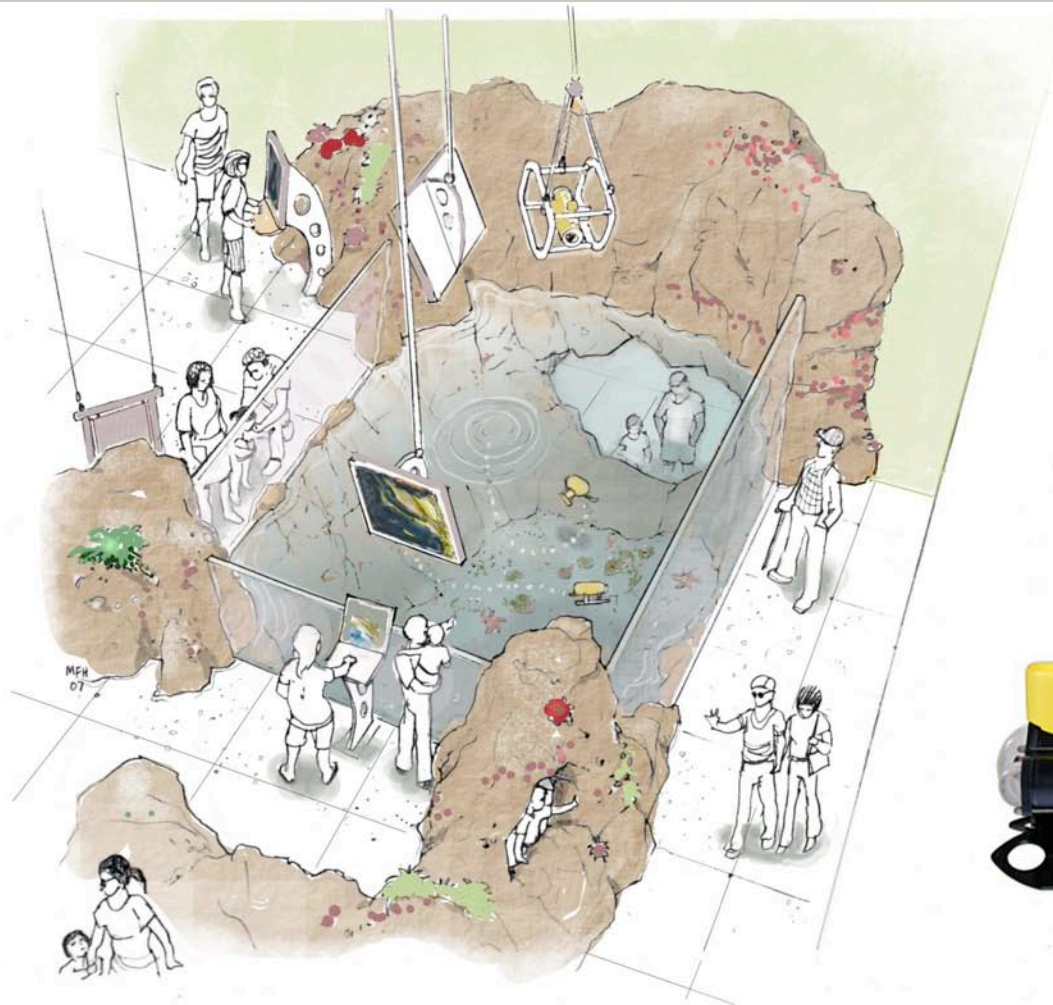


Another interesting fact on
the panels topic goes here.

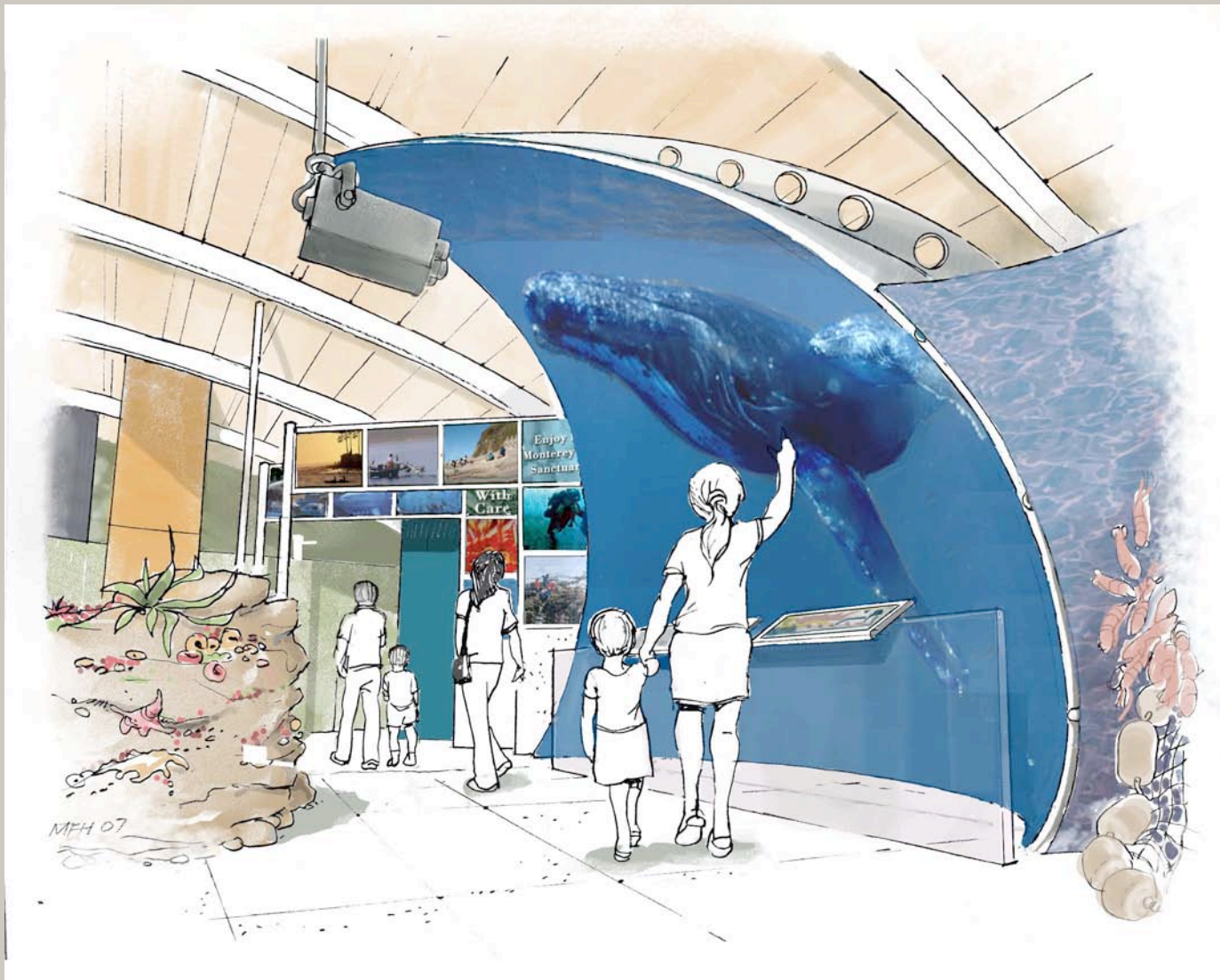


A Leopard Shark cruises through
the kelp forest. Many creatures
depend on the kelp forest for
(insert fact here).





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As a result of visiting the Sanctuary Exploration Center,
visitors (of all ages) will:

- recognize that the sanctuary exists;
- learn about the many cool things in the sanctuary;
- grasp how they are connected to the resources, how they affect them, and that living things (including people), can continue to benefit from them.

Ultimately leading to a feeling of stewardship for the sanctuary and that it is worth protecting.



Where we are in the process today ...

December, 2006:	Conceptual Design complete
February, 2007:	Architectural Schematic Design complete.
March, 2007:	Exhibits Schematic Design complete
September, 2007:	Design Development complete
February, 2008:	95% Facilities Construction Documents complete 50% Exhibits Construction Documents complete Operations Plan Completed
March, 2008:	Environmental Assessment Complete
August, 2009:	AV/Graphics Design Complete

4 months for final permitting & bid negotiations

14-month construction period

Project Completion



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National Marine



- **Project Background**
- **Architecture**
- **Exhibit Content**
- **Timeline/Budget**



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Monterey Bay National Marine Sanctuary Visitor Center Budget

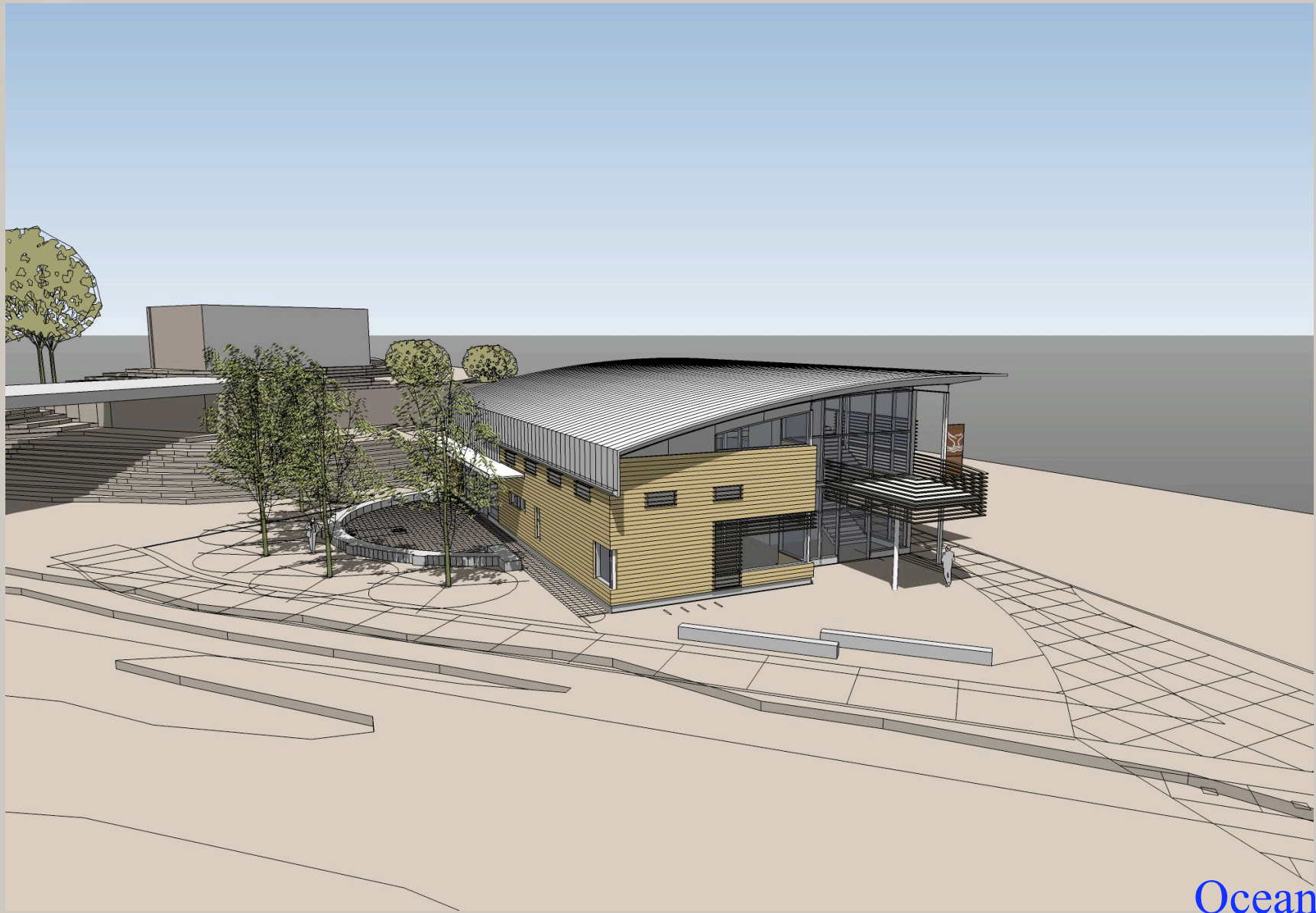
Project Elements	Total Project Costs	Committed To Date	Additional PAC	Other Funds	Funds still needed
Land	\$2,000,000	\$2,000,000	\$0	\$0	\$0
Planning	\$398,815	\$398,815	\$0	\$0	\$0
Facilities	\$9,714,811	\$1,372,538	\$0	\$500,000	\$7,842,273
Exhibits	\$3,434,426	\$631,372	\$1,000,000	\$0	\$1,803,054
TOTAL	\$15,548,052	\$4,402,725	\$1,000,000	\$500,000	\$9,645,327

Facilities Budget Breakdown:

- Construction, building costs, site improvements, parking reconstruction = \$5,581,000
- Construction Contingencies = \$1,368,000
- Green Building Requirements = \$247,645
- Construction inflation with 2-year delay = \$613,877

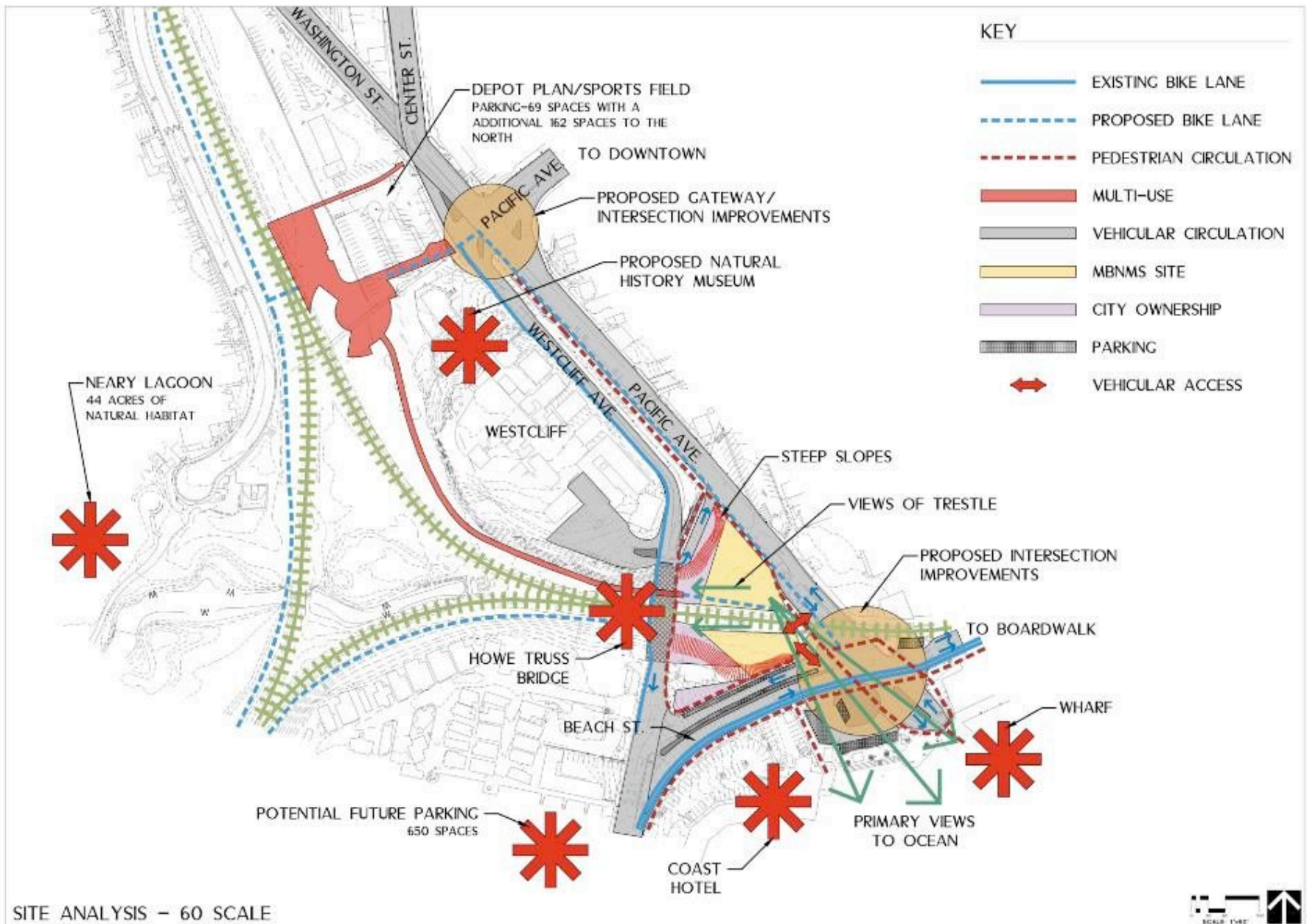
Facility square footage costs = \$425/sq ft

Exhibit square footage costs = \$700-\$750/sq ft



Ocean

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MONTEREY BAY NATIONAL MARINE SANCTUARY VISITOR CENTER

WALKER-MACY
AN ASSOCIATE OF THE MONTEREY BAY NATIONAL MARINE SANCTUARY

THOMAS HACKER
ARCHITECTS INC.



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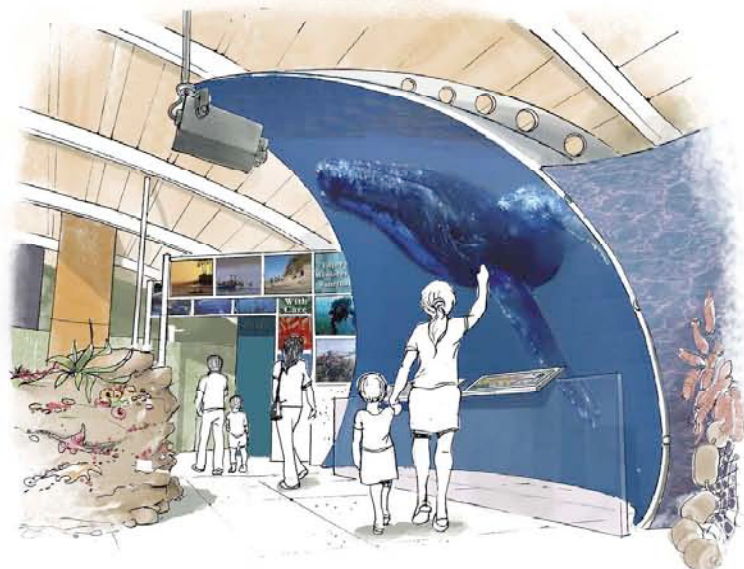


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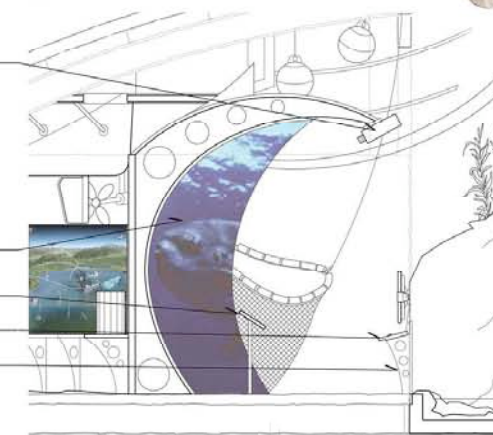
(1x) Overhead Projector Mounted to Custom Projection Screen Frame

Custom Partial Hemisphere Projection Screen w/Frame

Glass Rail w/3-Season's Interpretive Graphic Rail Panels

IVK - Interactive Kiosk/Submarine Canyon

Removable Interactive Console Glass Rail

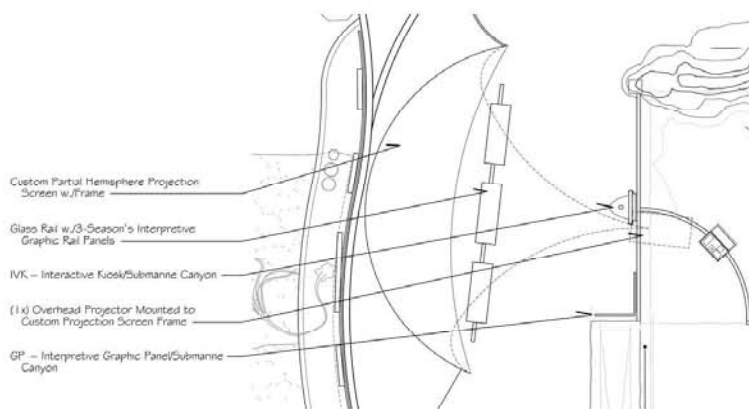


Partial Exhibit Section

Open-Ocean Immersion Mini-Theater Concept:

To provide a dynamic visitor experience of the infinite "Open-Ocean" found in the Monterey Bay National Marine Sanctuary within the small constraints of the "Bio-diversity gallery" spaces a semi-hemisphere immersion theater utilizing high definition footage from NOAA archives will provide the dynamic underwater experiences.

This underwater visit will not be interactive, but will immerse the visitor with 3-5 minutes of underwater "Open-Ocean" audio-visual experiences. The actual footage will be developed to tell the story of the "Three Seasons" found in the sanctuary with the changes to the weather, tides, animals, etc. A frameless glass rail that runs diagonally across the length of the theater prevents visitors from breaking the projection onto the screen from the LCD projector inconspicuously suspended at the opposite end of the theater projection screen frame. Graphic panels mounted on the rail will also interpret the "Three Seasons" message as well. High-definition surround sound speakers and subwoofer are concealed behind and within the hemisphere projection screen.



Custom Partial Hemisphere Projection Screen w/Frame

Glass Rail w/3-Season's Interpretive Graphic Rail Panels

IVK - Interactive Kiosk/Submarine Canyon

(1x) Overhead Projector Mounted to Custom Projection Screen Frame

GP - Interpretive Graphic Panel/Submarine Canyon

Partial Exhibit Plan



BIOS

Planning Design Construction

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MONTEREY BAY NATIONAL MARINE SANCTUARY OPEN OCEAN MINI THEATER

Project Status: Currently in design

10/16/07



National Sanctuary Program

2000: National Marine Sanctuary System Education Plan

2001: Market Analysis and Interpretive Strategy

2004: U.S. Commission on Ocean Policy Report

2004: NMS approves development of MBNMS Visitor Center

MBNMS

1992: MBNMS Management Plan.

2003: 2-year site, 23 site evaluation was conducted

2004: Architects and Exhibits firms chosen.

2005: Visitor Center main messages were developed with a group of stakeholders

2006 Conceptual Design for exhibits and architecture complete.

2006 Eco-Charrette Report identifying specific LEED sustainable goals and strategies.

2007 Schematic Design and Design Development for exhibits and architectural design complete



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