

*Monterey Bay National Marine Sanctuary
Exploration Center Update*

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



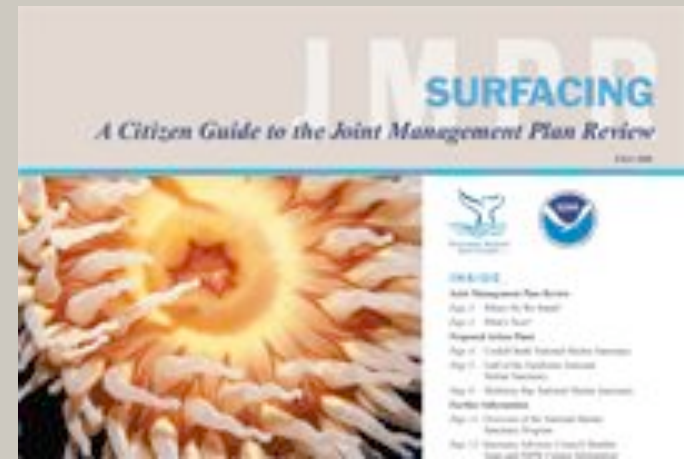


Monterey Bay National Marine Sanctuary Exploration Center





Action Plan: Take Science to the Public

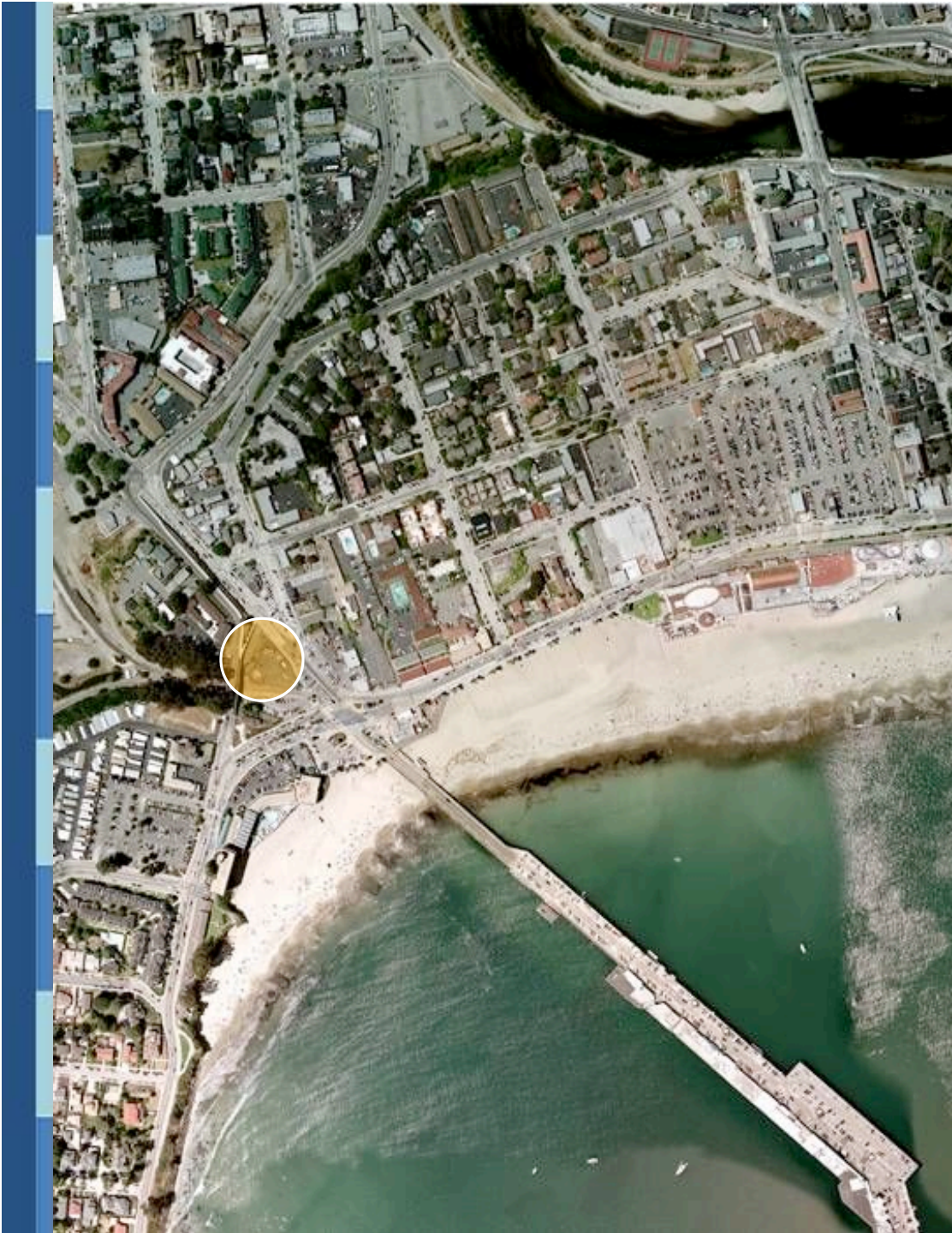


“The characteristic of public design (location based facilities) are its traits to increase public awareness and awareness of the state of the environment facing the MBNMS the creation of an information science literacy of the public.”



Santa Cruz Beach Boardwalk Location





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.

National Marine Sanctuaries



National Marine Sanctuaries

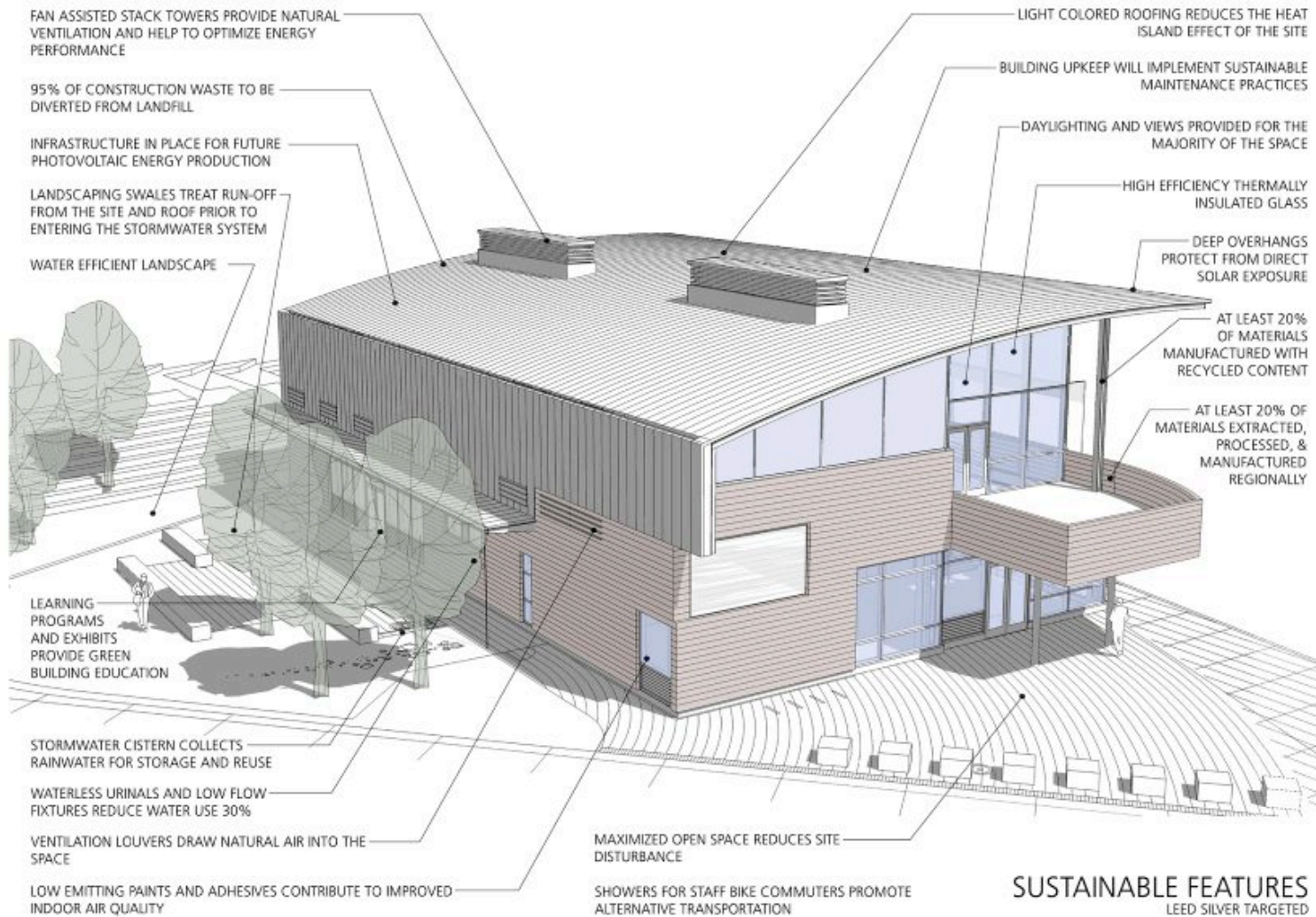


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Exploration Center Goals

- 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

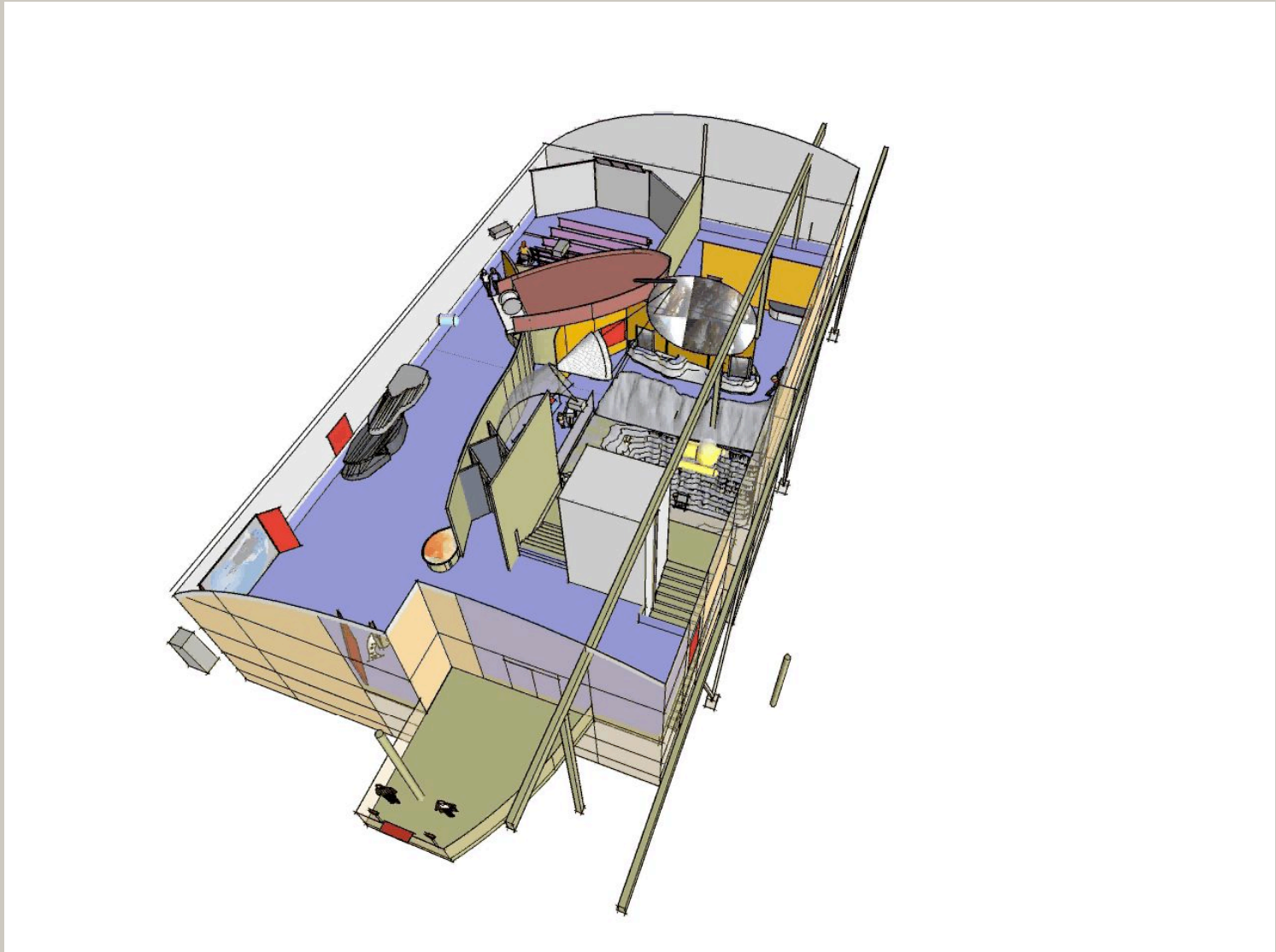


Education



Monitoring

**Resource
Protection**



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Biodiversity: the variety of life
in a particular ecosystem

It encompasses the number of species, the genetic diversity within each species, and the diversity of ecosystems.



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

It encompasses the interactions between organisms and their physical environment.



Habitat: a living thing's home

It includes the physical and biological conditions that an organism needs to survive and reproduce.



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 particular body of water. Watersheds are important for protecting water quality.



Sanctuary: a safe place, a refuge

It is a place where people respect the natural resources and the life that depends on them.



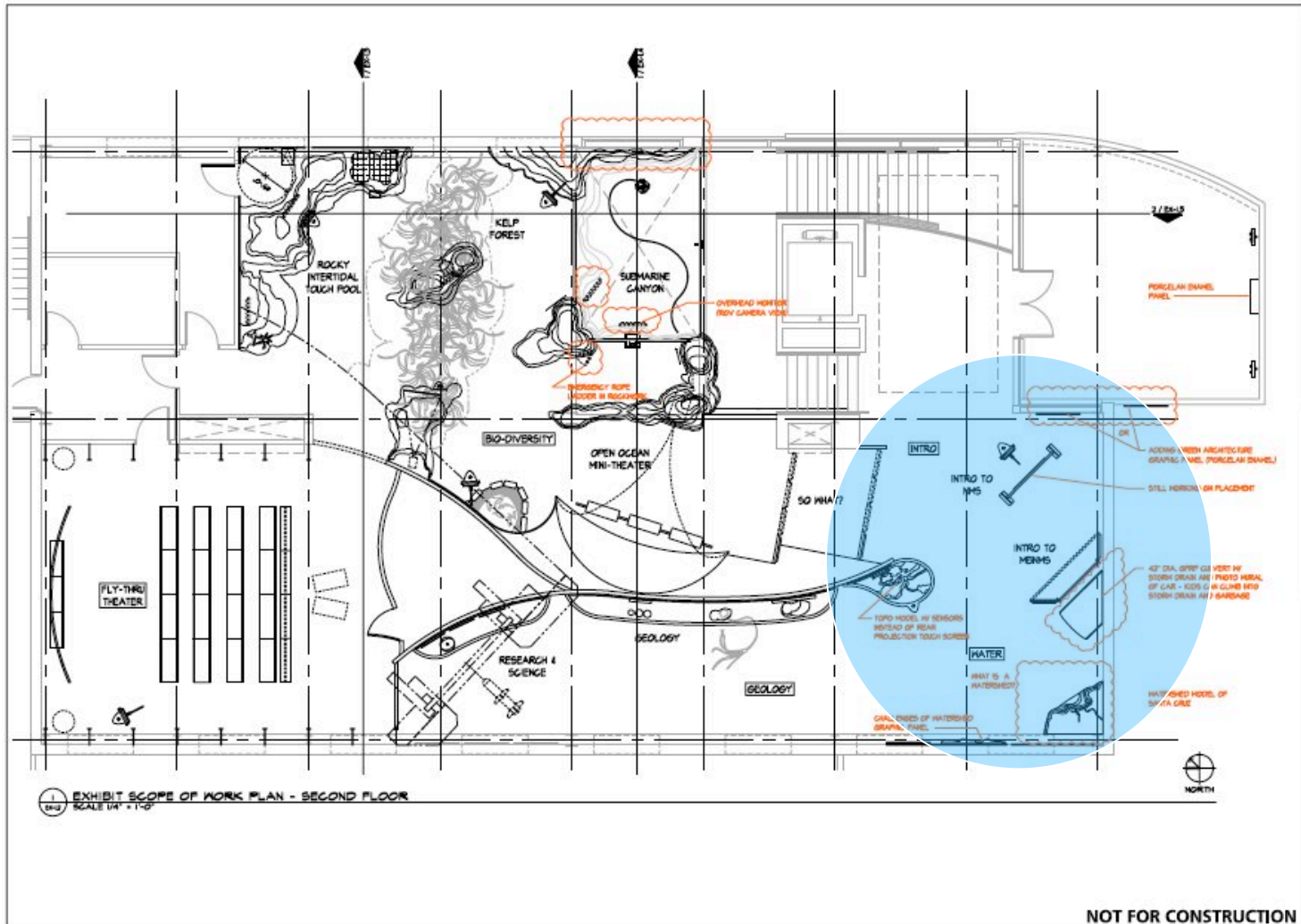


EXHIBIT SCOPE OF WORK PLAN - SECOND FLOOR
SCALE 1/4" = 1'-0"

NOT FOR CONSTRUCTION

BIOS

BIOS, LLC
500 GAY AVENUE
SUITE 200
SANTA CRUZ, CA 95061
(831) 426-1000



NATIONAL MARINE
SANCTUARIES

MONTEREY BAY

Visitor Center

Santa Cruz, California

DATE: 11/20/2007

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Water Quality =

Watersheds flowing into the Monterey Bay National Marine Sanctuary

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.

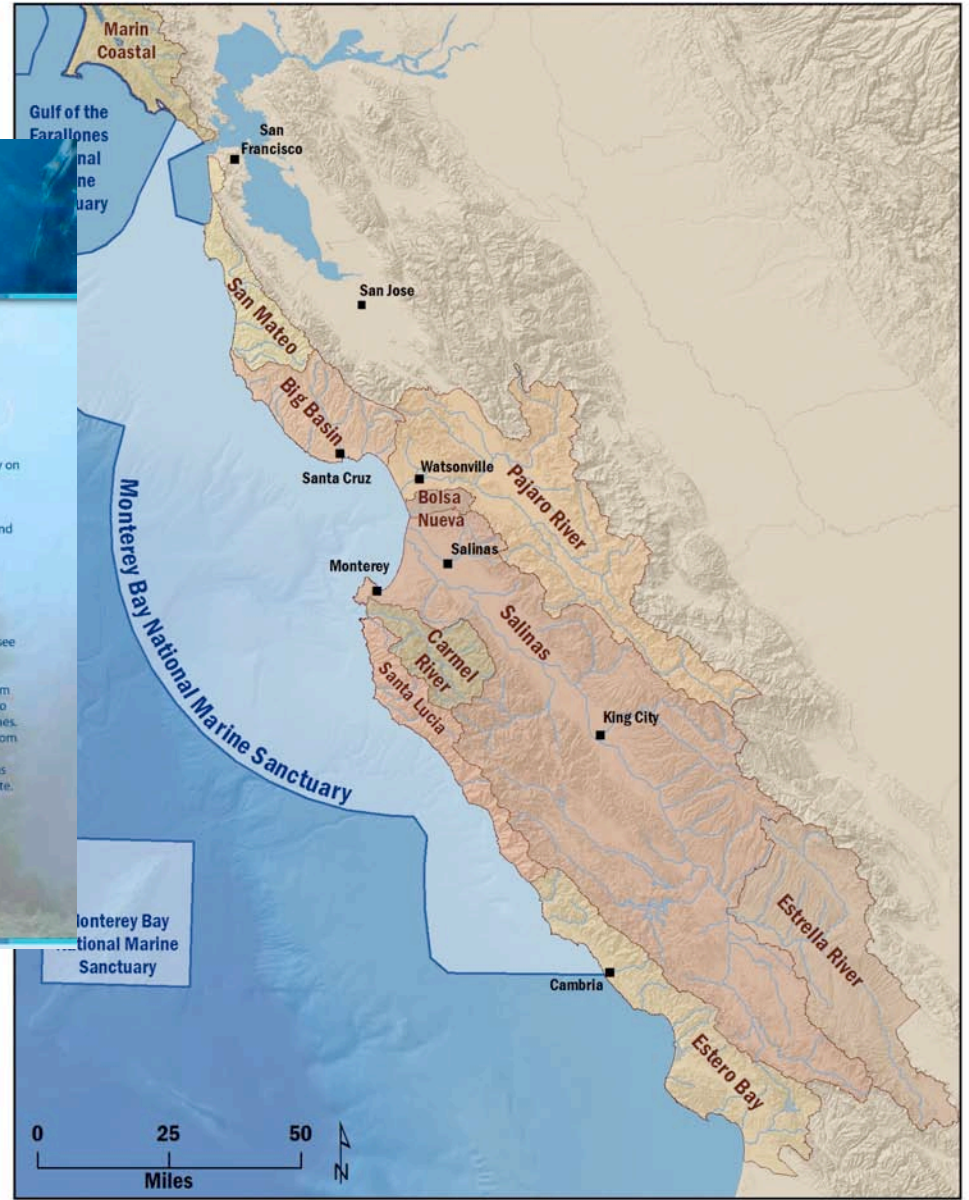
Don't go in the water if you see signs like this!

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.



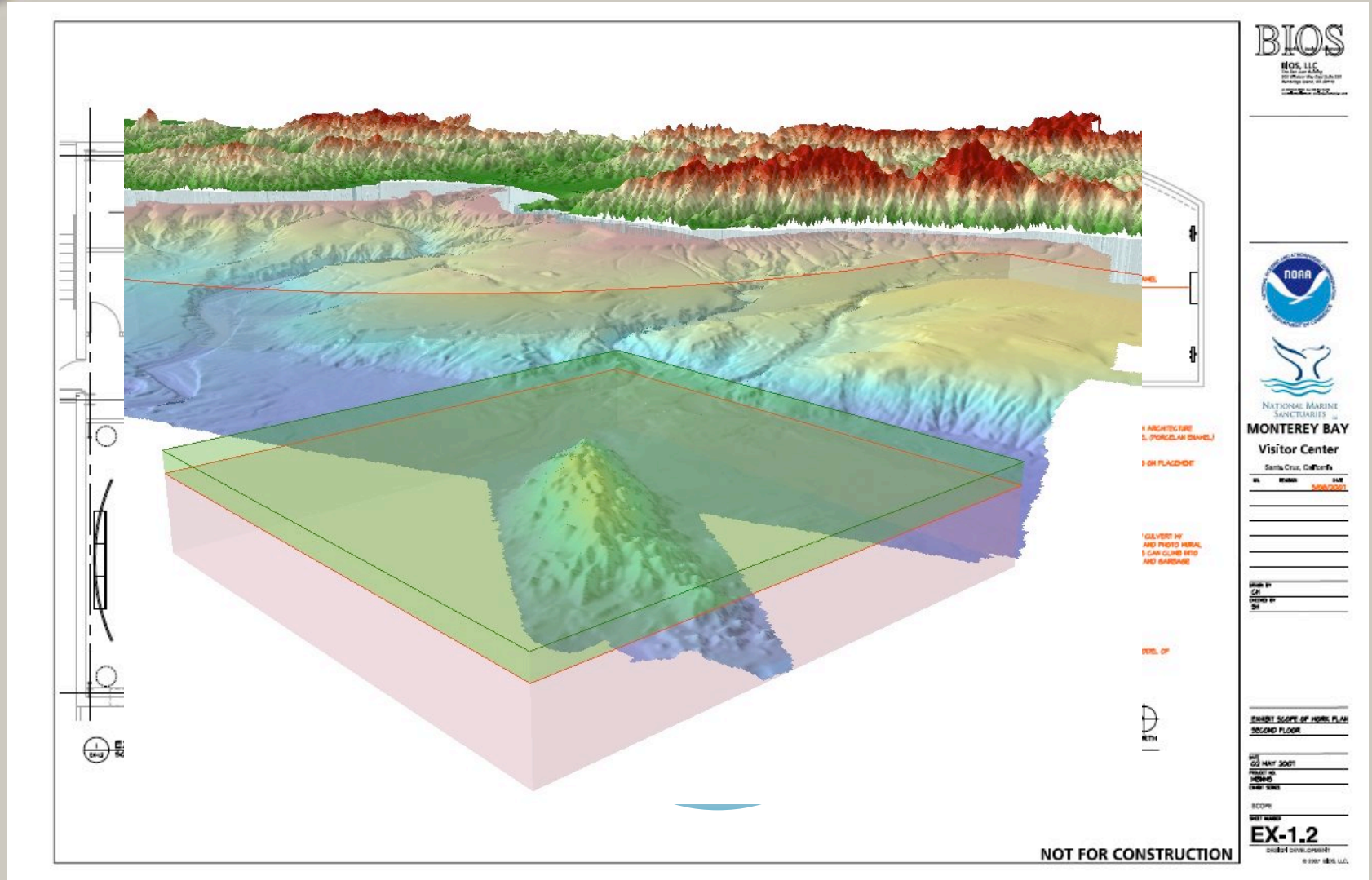
BROCHURE RACK

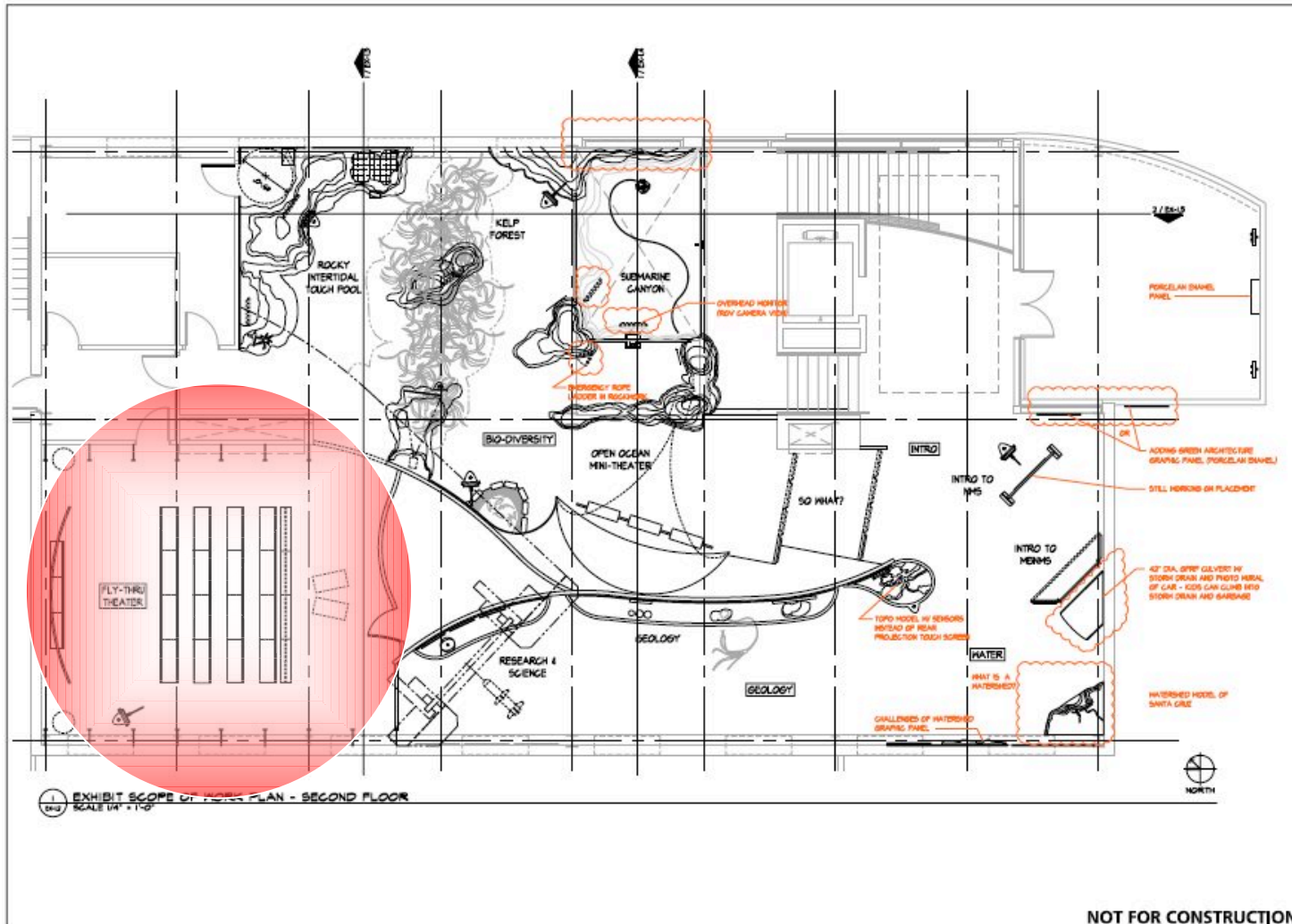
DONOR PANEL





The Sanctuary is anything but flat!



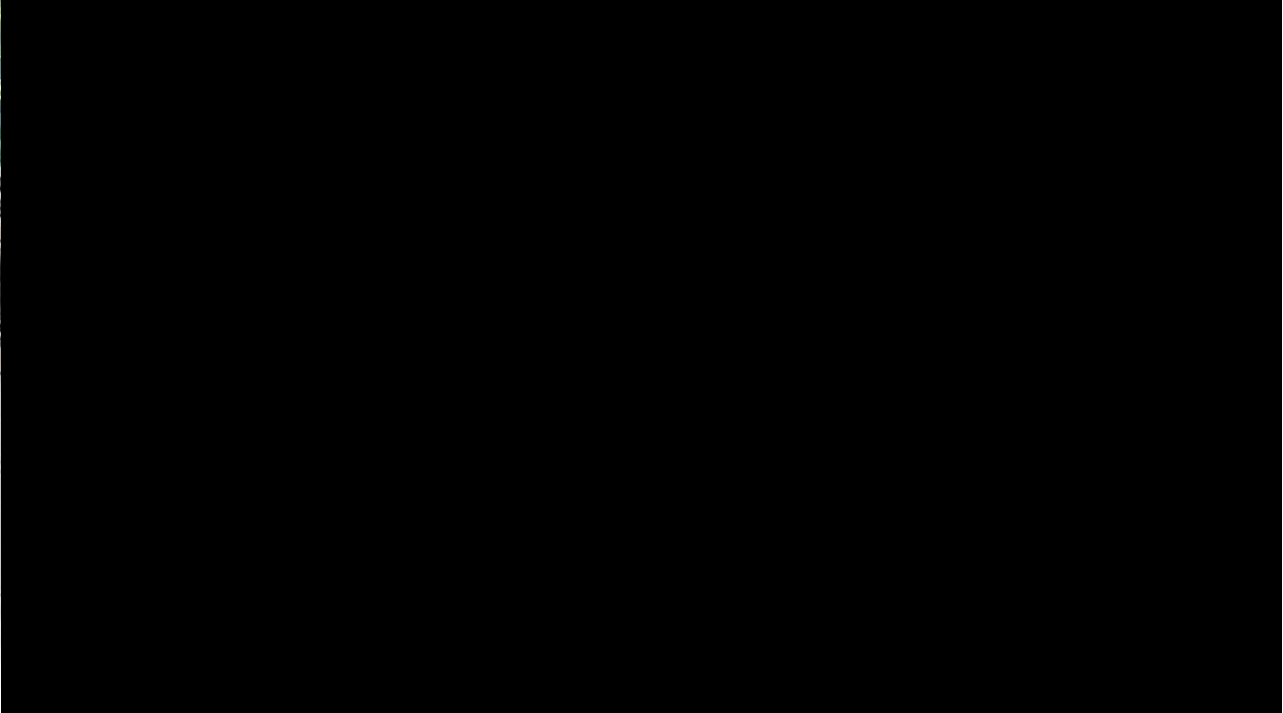
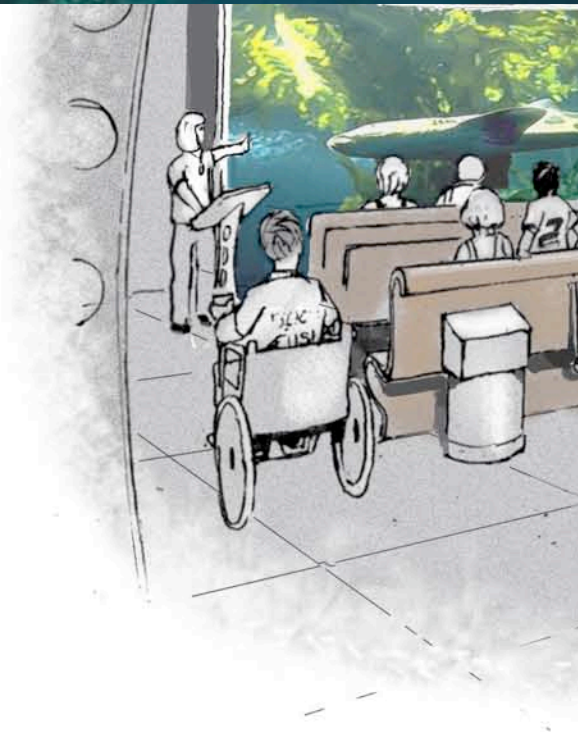
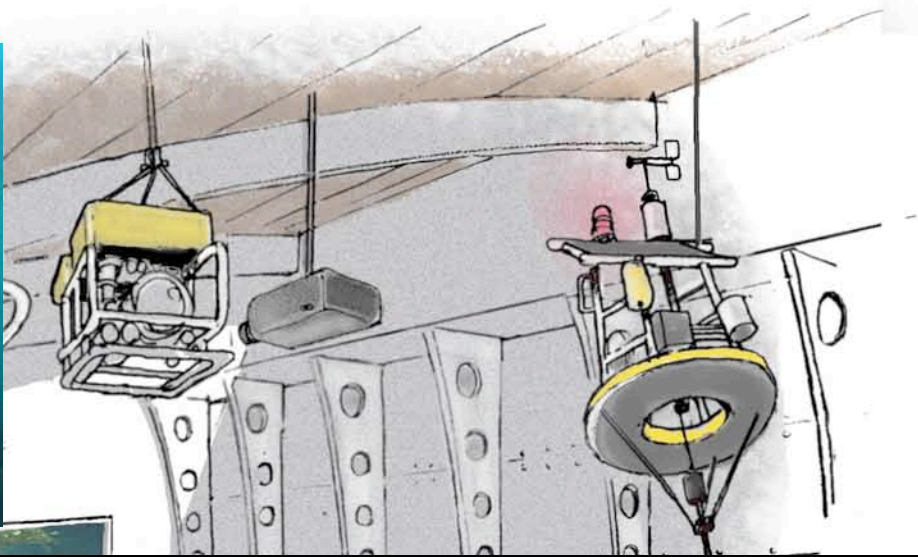


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NATIONAL MARINE SANCTUARIES
MONTEREY BAY
Visitor Center
Santa Cruz, California
NOAA
NMS/2007

PROJECT SCOPE OF WORK PLAN
SECOND FLOOR
DATE: 02 MAY 2007
PROJECT: MONTE
DRAWN: SJK
SCALE: 1/4" = 1'-0"
ROOM: EXHIBIT
SHEET NUMBER: EX-1.2
CONTACT: (831) 426-1000
© 2007 BIOS, LLC



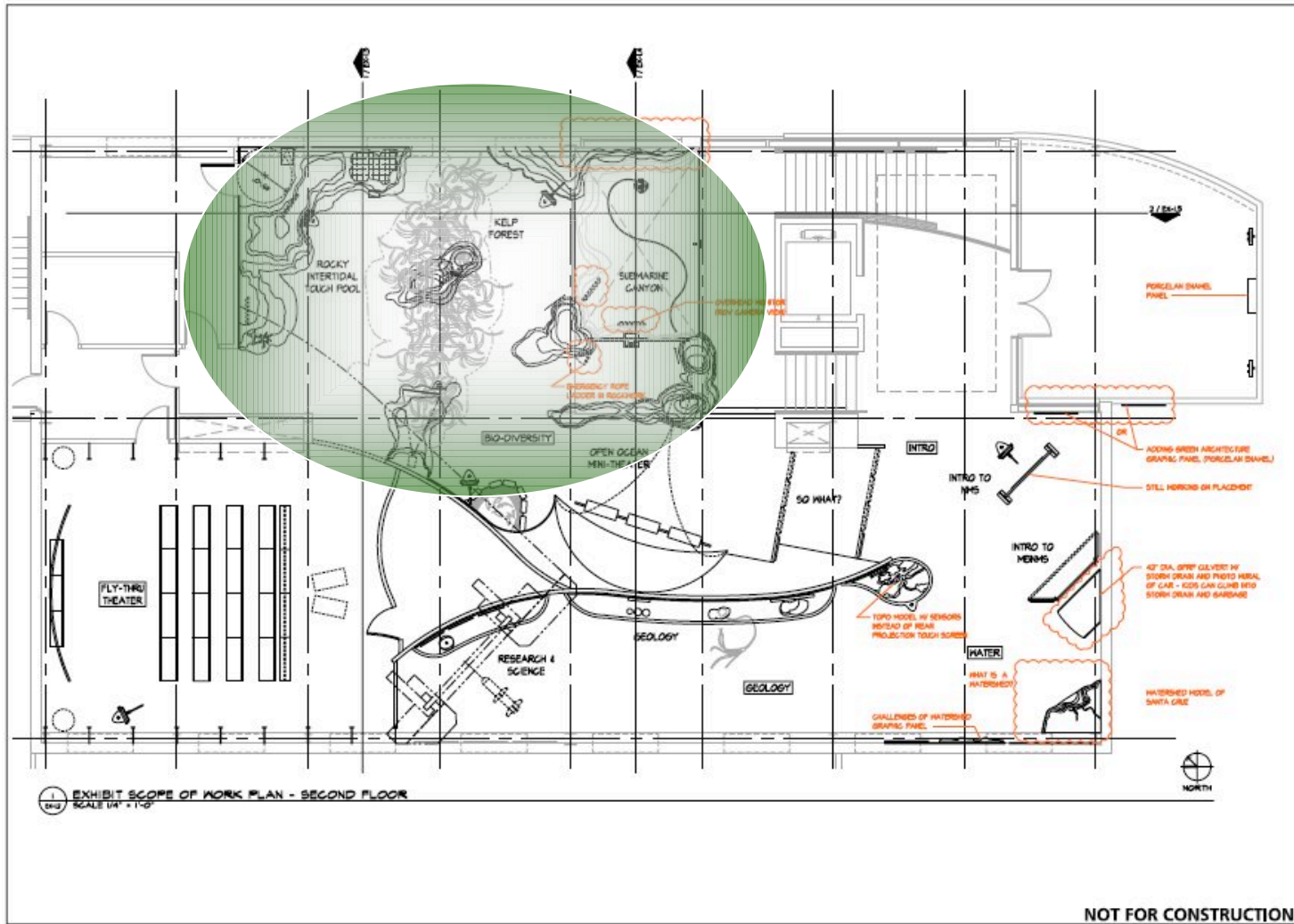


EXHIBIT SCOPE OF WORK PLAN - SECOND FLOOR
 SCALE 1/4" = 1'-0"

NOT FOR CONSTRUCTION

BIOS
 BIOS, LLC
 2001 ...
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NATIONAL MARINE SANCTUARIES
MONTEREY BAY
 Visitor Center
 Santa Cruz, California

DESIGNED BY: [signature]
 DRAWN BY: [signature]
 CHECKED BY: [signature]

DATE: [blank]
 BY: [blank]
 TITLE: [blank]

PROJECT NAME: **EX-1.2**
 CLIENT: [blank]
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Sea life in these waters

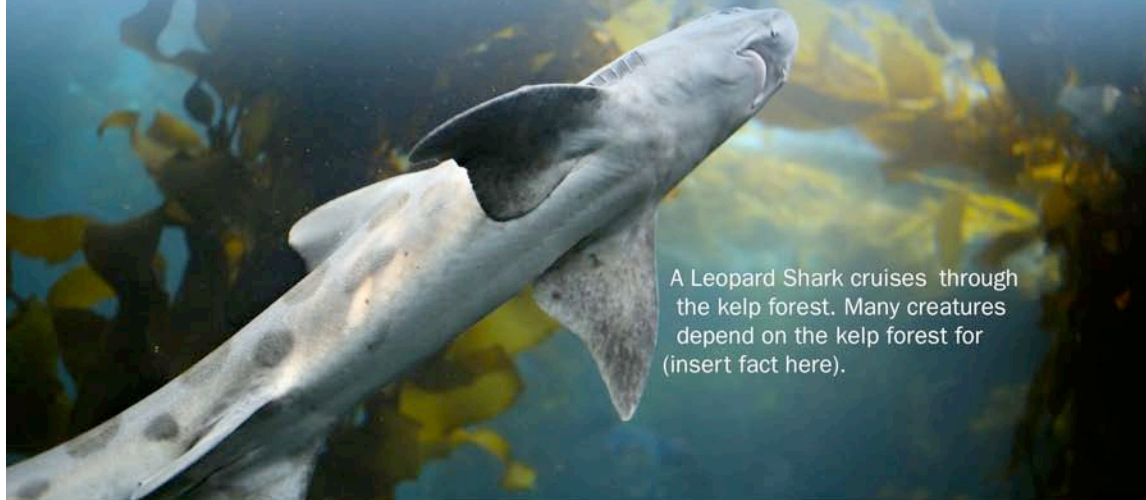
Open Ocean

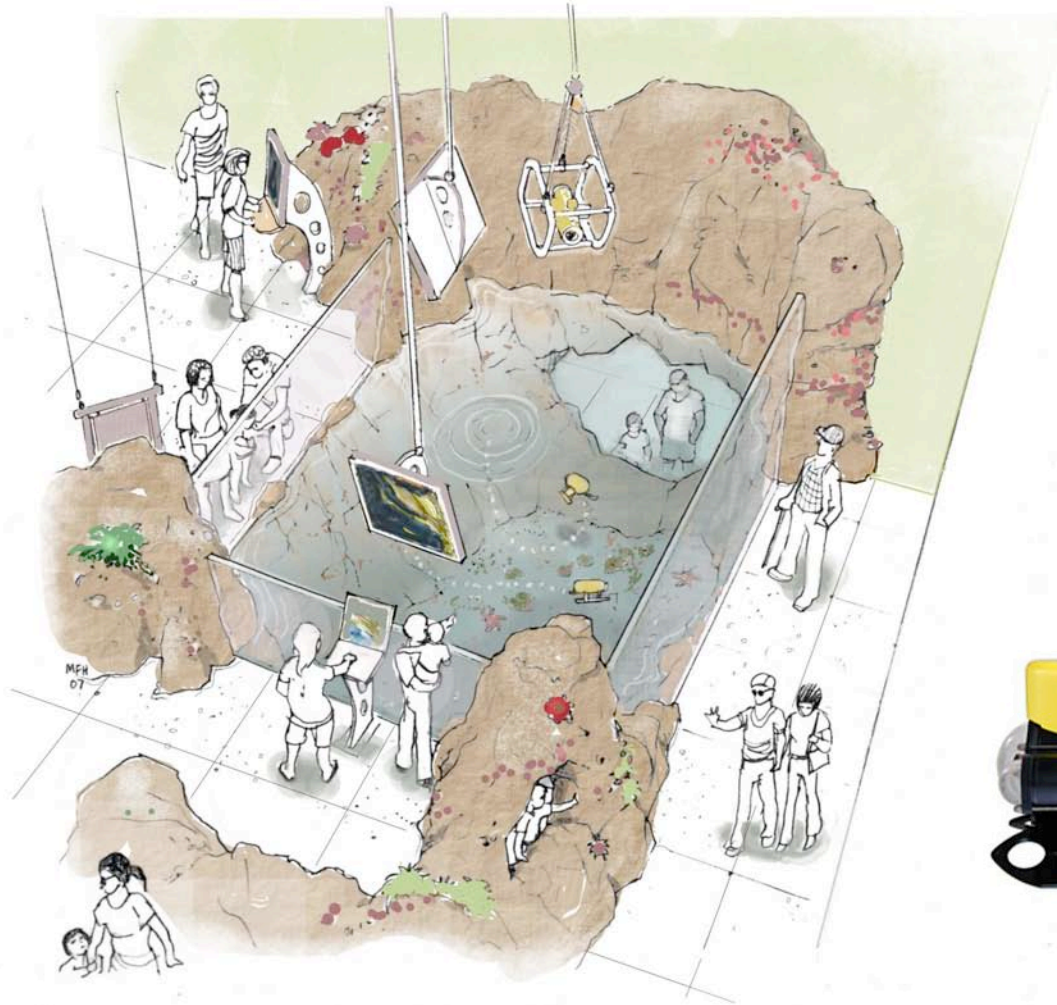
Interesting fact regarding panel topic goes here.



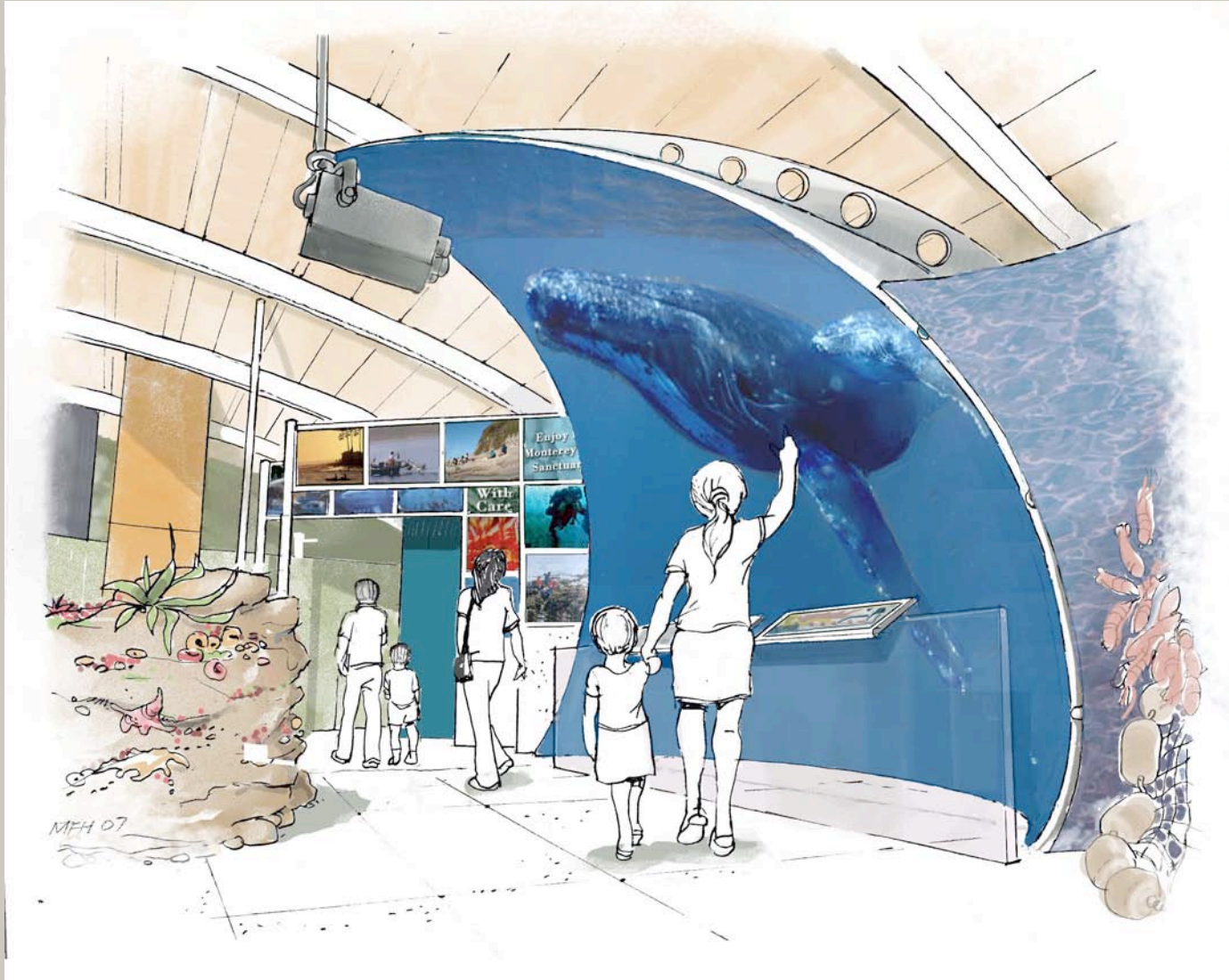
Another interesting fact on the panels topic goes here.

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

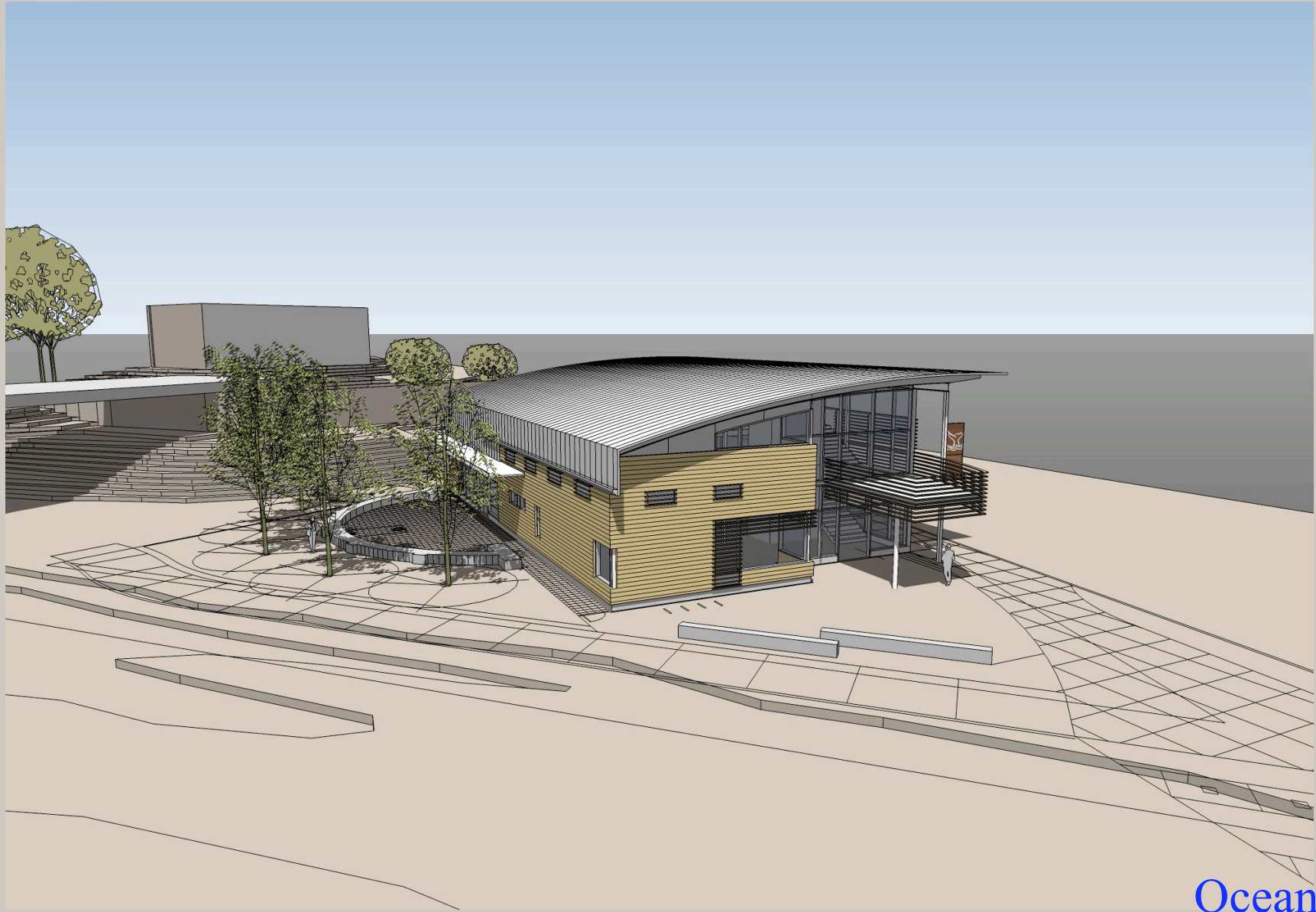
Project Elements	Total Project Costs	Committed To Date	Additional PAC	Other Funds	Funds still needed
Land	\$2,000,000	\$2,000,000	\$0	\$0	\$0
Planning	\$398,815	\$398,815	\$0	\$0	\$0
Facilities	\$9,714,811	\$1,372,538	\$0	\$500,000	\$7,842,273
Exhibits	\$3,434,426	\$631,372	\$1,000,000	\$0	\$1,803,054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

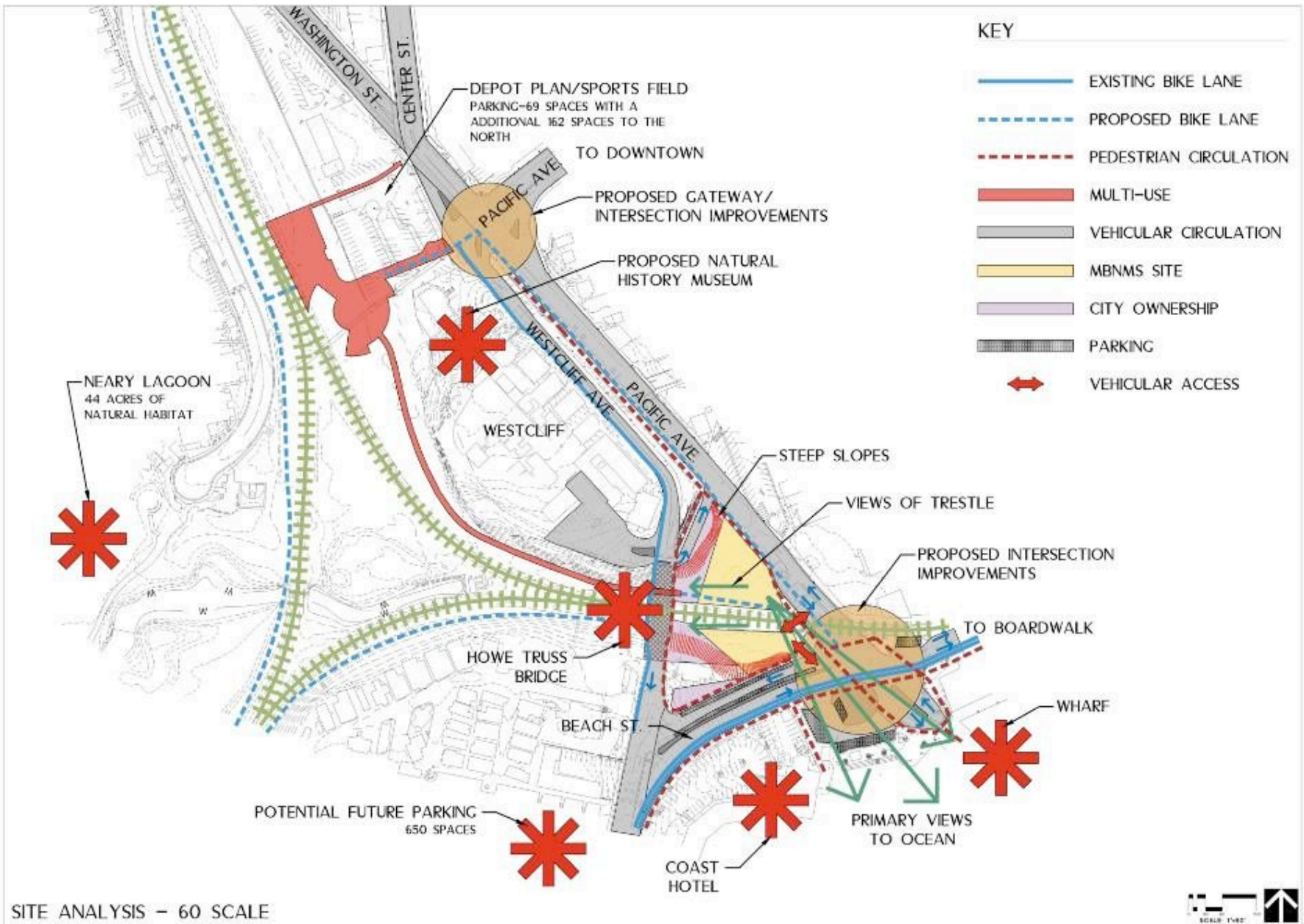
Facility square footage costs = \$425/sq ft

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



Ocean

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SITE ANALYSIS - 60 SCALE



MONTEREY BAY NATIONAL MARINE SANCTUARY VISITOR CENTER

WALKER-MACY

THOMAS HACKER
ARCHITECTS INC.



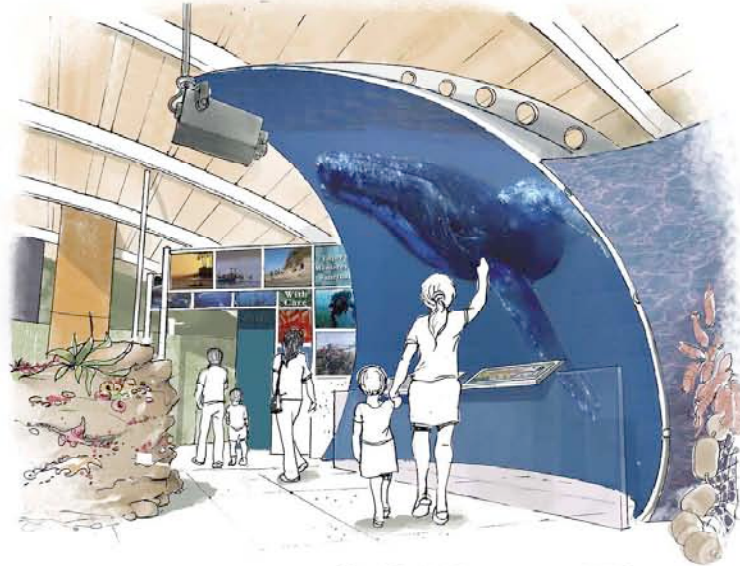
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Open-Ocean Immersion Mini-Theater Concept:

To provide a dynamic visitor experience of the intimate "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.

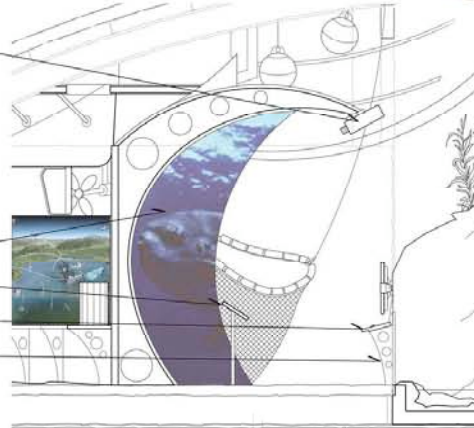
(1x) Overhead Projector Mounted to Custom Projection Screen Frame

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

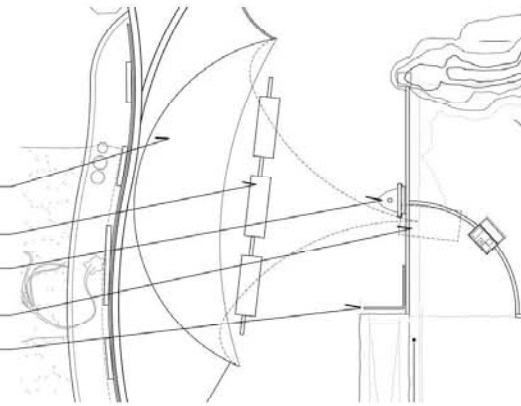
Custom Partial Hemisphere Projection Screen w./Frame

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

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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