



MEMORANDUM
OFFICE OF THE
COUNTY EXECUTIVE OFFICER
COUNTY OF PLACER

TO: Honorable Board of Supervisors

FROM: David Boesch, County Executive Officer
By: Jennifer Merchant, Deputy County Executive Officer

DATE: July 21, 2015

SUBJECT: Presentation and Direction to Staff / Squaw Valley Olympic Museum Site Analysis

Action Requested

Provide an update and receive Board direction on analysis of opportunities and constraints for siting a proposed Olympic Museum at Squaw Valley.

Background

Placer County has been engaged in assisting future development of a museum dedicated to memorializing the heritage of the 1960 Winter Olympics in Squaw Valley since 2008. More recently, Placer County hired Ward Young Architects to analyze the Gateway Property on the north side of Squaw Valley Rd. to assess conceptual viability for location of the museum, in concert with redevelopment of existing blighted commercial facilities and uses. Gateway site constraints include a power substation, power lines, existing blighted development, and lack of sewer service. Opportunities include the owner's interest in donating a portion of the property for the purpose of siting the museum, adjacency to the historic Olympic rings monument, providing a catalyst for future development and infrastructure improvements. The Gateway analysis concludes location of the museum at that site is feasible and would have a catalyst effect on redevelopment of the entrance to Olympic Valley.

The other site analyzed for museum placement is Placer County's Squaw Valley Park located on the southern corner of Squaw Valley Road. Squaw Valley Park was opened in August 2004 following the County's acceptance of 36 acres at the south and northwest corners of SR 89 and Squaw Valley Road from the United States Forest Service in 2000. The Park currently includes two playgrounds, picnic tables, a synthetic turf soccer field, a trail staging area for the Western States Trail and the Squaw Valley Bike Trail, parking and vault restrooms. Plans to construct three pickle ball courts at the Park are currently underway. Park site constraints identified, and now more fully analyzed, include inconsistency of existing zoning, access and egress, a United States Forest Service deed restriction, lack of sewer service, lack of power utilities, aesthetics, traffic and circulation, parking, year-round use, potential conflicts with existing uses, and general site constraints. Opportunities for the park site include adjacency to existing public uses, providing a catalyst for infrastructure improvements and aesthetics.

Staff received direction from your Board in October to further analyze opportunities and constraints of both sites. Staff provided an update on known issues for both sites on January 20, 2015. The results of more detailed analysis, especially as it relates to constraints of both sites will be presented during the meeting. Since that time, the Squaw Valley Ski Museum Foundation has indicated in two recent letters, dated April 29, 2015, and July 7, 2015, that it prefers to locate a proposed Olympic Museum

facility in the County's Squaw Valley Park for aesthetic reasons, mostly due to the existing power lines and nearby substation. The July 7, 2015 letter specifically requests that the Foundation be granted permission to submit an application to locate the Olympic Museum at the Park site.

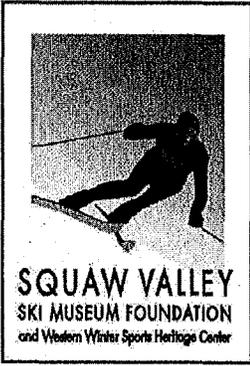
Environmental Impact

Board of Supervisors direction to staff is categorically exempt from CEQA per Guidelines Section 15061, which provides a general rule that if an activity does not have the potential to cause a significant environmental effect, it is exempt from CEQA. If Board direction ultimately leads to a project application, the project applicants are responsible for undertaking environmental review of this project per CEQA, as applicable.

Fiscal Impact

There is no current impact to the County's general fund. It is anticipated that any future due diligence studies for potential siting of the proposed museum facility would be fully borne by the Squaw Valley Ski Museum Foundation.

Attachment 1 – Letter – April 29, 2015, Bill Clark, Squaw Valley Museum Foundation
Attachment 2 – Letter – July 7, 2015, Bill Clark, Squaw Valley Museum Foundation



Board of Directors

EDDY ANCINAS

DAVID ANTONUCCI

STAN BATISTE

BILL CLARK

NANCY CUSHING

SALLY GARDNER

DICK HAMILTON

IAN MACKINLAY

RUSSELL POULSEN

CAROLYN DEE WALLACE

JOHN WILCOX

STARR WALTON

Via email: dboesch@placer.ca.gov

July 7, 2015

Mr. David Boesch
Placer County CEO
175 Fulweiler Ave.
Auburn, CA 95603

Dear Mr. Boesch:

On behalf of the Board of Directors of the Squaw Valley Ski Museum Foundation (the Foundation) I would like to provide clarification to our April 29, 2015 letter to you, the board of Supervisors and the county staff.

In paragraph 4 of the letter the Foundation requested "Placer County begins the process of siting the Museum in Placer County's Squaw Valley Park". To be more clear on this our request is that Placer County enters into a "Site Access Agreement" and allows the Foundation to submit an application to locate the Olympic Museum (funded and operated by the Foundation) in the Park as outlined in the 2012 revised concept.

Once again we are looking forward to your acknowledgement of this request and working with Placer County on this project that means so much to Placer County's legacy and the residents of the region.

Sincerely,

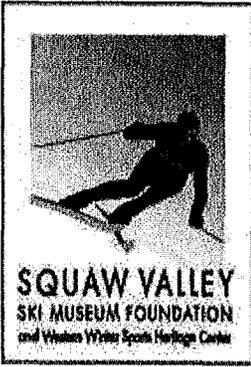
Bill Clark
President, on behalf of:
Squaw Valley Ski Museum Foundation Board of Directors
530-426-3313x101 (office)
bclark@inc.auburnskiclub.org

cc:
Placer County Board of Supervisors
Ms. Jennifer Merchant
Squaw Valley Ski Museum Foundation Site Committee

www.squawvalleymuseum.org

POST OFFICE BOX 2697
OLYMPIC VALLEY
CALIFORNIA 96146

The Squaw Valley Ski Museum
Foundation is a
501 (c)(3) corporation
FEIN #26-3480974



Via email: dboesch@placer.ca.gov

April 29, 2015

Mr. David Boesch
Placer County CEO
175 Fulweiler Ave.
Auburn, CA 95603

Dear Mr. Boesch:

The Board of Directors of The Squaw Valley Ski Museum Foundation (SVSMF) would like to express our gratitude for all the time and effort you have dedicated to studying the feasibility of an alternative site for the 1960 Olympic and Winter Sports Museum.

Please be advised that the SVSMF Board believes the Gateway Properties (AKA the Tower of Nations) site does not merit any further consideration as a potential site. The recent finding of County staff, at the direction of the Board of Supervisors in October of 2014, has not resulted in creating a suitable location for a successful Museum, as was outlined in our September 2, 2014 letter to the Board of Supervisors.

With numerous studies, expert opinions and the facts well established, it is clear to us that the Placer County's Squaw Valley Park is the single best location for a successful Museum as envisioned in the Foundation's 2012 revised concept, and it is the only location where the best interests of Placer County residents can be served.

The Foundation Board formally requests that Placer County begins the process of siting the Museum in Placer County's Squaw Valley Park.

We look forward to your acknowledgement of this request and to working with you on this project.

Sincerely,

Bill Clark
President, on behalf of:
Squaw Valley Ski Museum Foundation Board of Directors
530-426-3313x101 (office)
bclark@inc.auburnskiclub.org

cc:
Placer County Board of Supervisors
Ms. Jennifer Merchant, Mr. Paul Griffith, Mr. John Ramirez, Mr. Mark Rideout
Squaw Valley Ski Museum Foundation Site Committee

Board of Directors

EDDY ANCINAS

DAVID ANTONUCCI

STAN BATISTE

BILL CLARK

NANCY CUSHING

SALLY GARDNER

DICK HAMILTON

JAN MACKINLAY

RUSSELL POULSEN

CAROLYN DEE WALLACE

JOHN WILCOX

STARR WALTON

www.squawvalleymuseum.org

POST OFFICE BOX 2697
OLYMPIC VALLEY
CALIFORNIA 96146

The Squaw Valley Ski Museum
Foundation is a
501 (c)(3) corporation
FEIN #26-3400974