

A photograph taken from the deck of a sailboat, looking forward towards the horizon. On the left, a large, white sail is partially visible, its surface showing some texture and shadows. The deck is made of light-colored wood, with various pieces of rigging and equipment visible. On the right, a tall, silver metal mast or boom structure is prominent, with several ropes and pulleys attached. The sun is low on the horizon, creating a bright, golden glow that illuminates the scene. The sky is a clear, pale blue, and the water in the distance is a deep blue with some whitecaps. The overall mood is serene and peaceful.

DANA POINT
HARBOR



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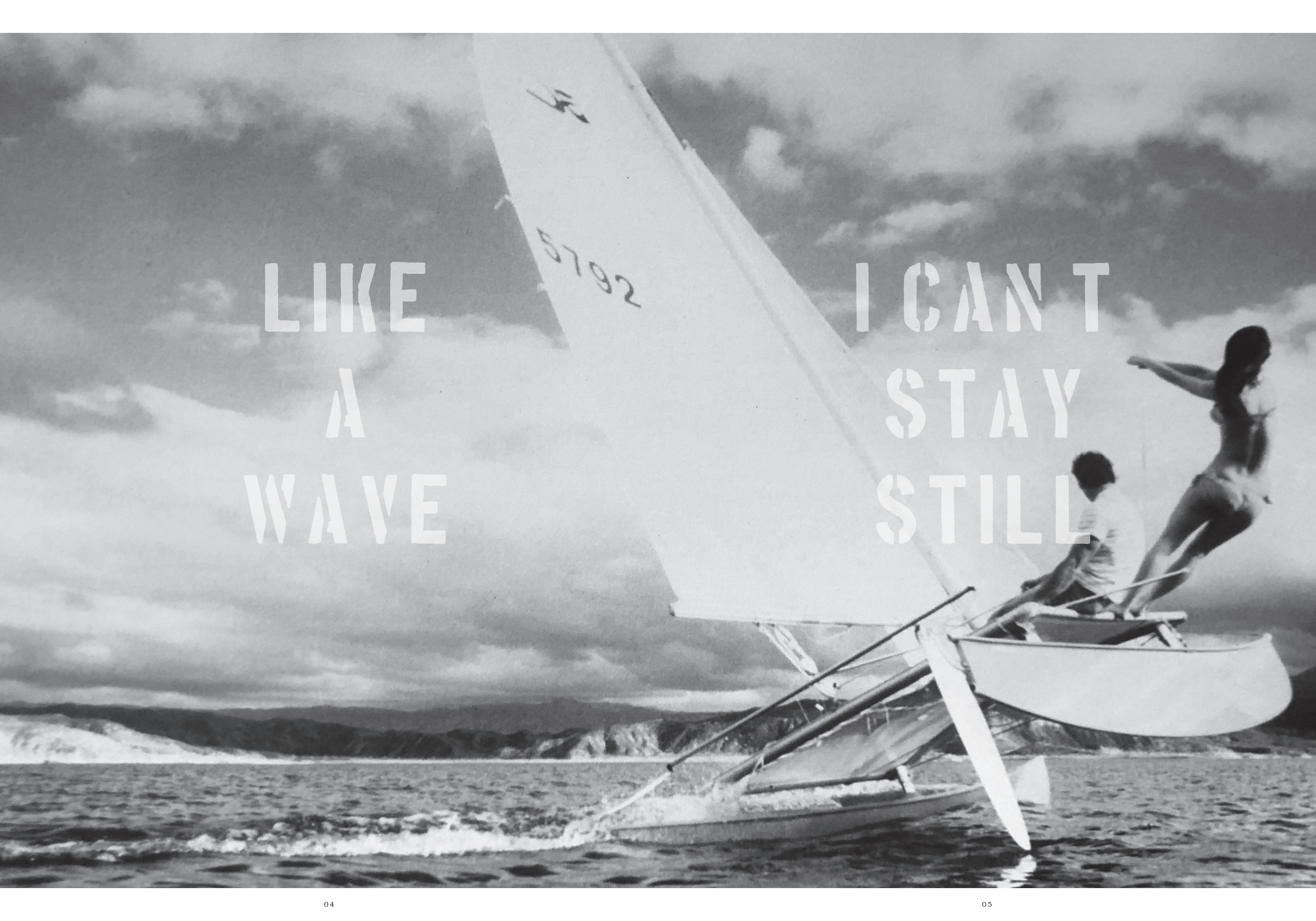
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LIKE
A
WAVE

I CAN'T
STAY
STILL



01

Introduction to Dana Point & the Harbor

The Harbor's location is unique with prominent connections by land and sea. Located in southern Orange County, California, Dana Point is approximately half way between Los Angeles and San Diego, and is bordered by the cities of Laguna Niguel and Laguna Beach to the north, San Juan Capistrano to the east, and San Clemente to the south.

Dana Point Harbor is where the Pacific Coast Highway and Interstate-5 intersect. Interstate-5 is the most popular route to travel between San Diego and Los Angeles and the Pacific Coast Highway leads to popular Southern California beach cities. Off shore, Dana Point Harbor acts as one of the main ports to and from Catalina Island.

THE HISTORY OF

DANA POINT HARBOR

1840

1840 Two Years Before the Mast

Richard Henry Dana describes the location as "...the only romantic spot on the coast."

1926 The Lantern Village

Sidney Woodruff and Harry Chandler came down from Los Angeles on the heels of the successful Hollywoodland development, buying 1400 acres, including the iconic headlands.



1960 Surfer Magazine

John Severson founded and headquartered the magazine in Dana Point to show "...a truer image of the sport."

1964

1964 The Endless Summer

Bruce Brown produced the iconic surfer film in Dana Point. The film was the first adventure travelogue—reframing how adventure, sport and leisure are an expression of identity.



1965 Hobie

Hobie Alter opened the first retail surf shop in Dana Point. He pioneered critical developments in polyurethane boards and the small Hobie Cat. The brand continues today, embodying the laidback longboard sensibility.

1966

A LEGENDARY SURF BREAK

1966 Killer Dana Wave

The Killer Dana wave was reconstructed when the Dana Point Harbor was built in 1966.

1966 Harbor Groundbreaking

City of Dana Point buries a time capsule at the Harbor, sealing it in one of the 8 ton rocks that form the new stone wall.

1969 The First Boats Visit The Harbor



1973



1973 Dana Point Harbor

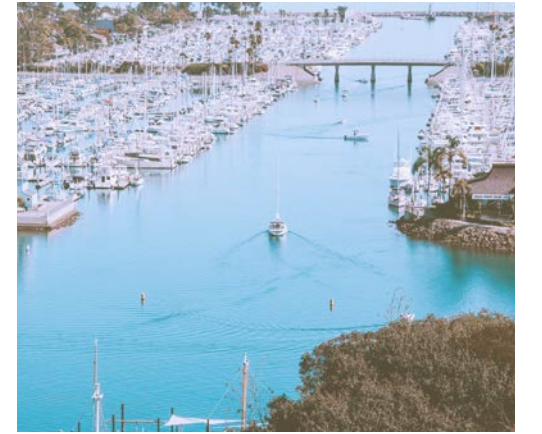
Harbor construction is complete.

1989



A HISTORIC AND UNFORGETTABLE SEASIDE

1989 City of Dana Point Incorporated



2018 Dana Point Harbor Partners

On Nov 18, 2018, DPHP signs a new sixty-six year ground lease in a P-3 partnership with the County of Orange, becoming the stewards of this unique location and embarking on a plan to build more meaningful connections from the harbor to the waters and the community of Dana Point.

2018



A PLACE
FOR LOCALS
VISITORS
AND EVERYONE
IN BETWEEN

An Invitation to the Water

The site is unique. There is nothing that compares to the sheltered cove of Dana Point Harbor. With sandstone cliffs above and a collection of ocean-centric offerings, it's a place unlike any other.

The distance from the road to the water is a whisper, giving ocean views from all angles. Views from above and links to adjacent trails are new opportunities to invite guests in. Dana Point Harbor is a coastal destination located between Doheny State Beach and Salt Creek Beach.

MONTAGE
LAGUNA BEACH

02

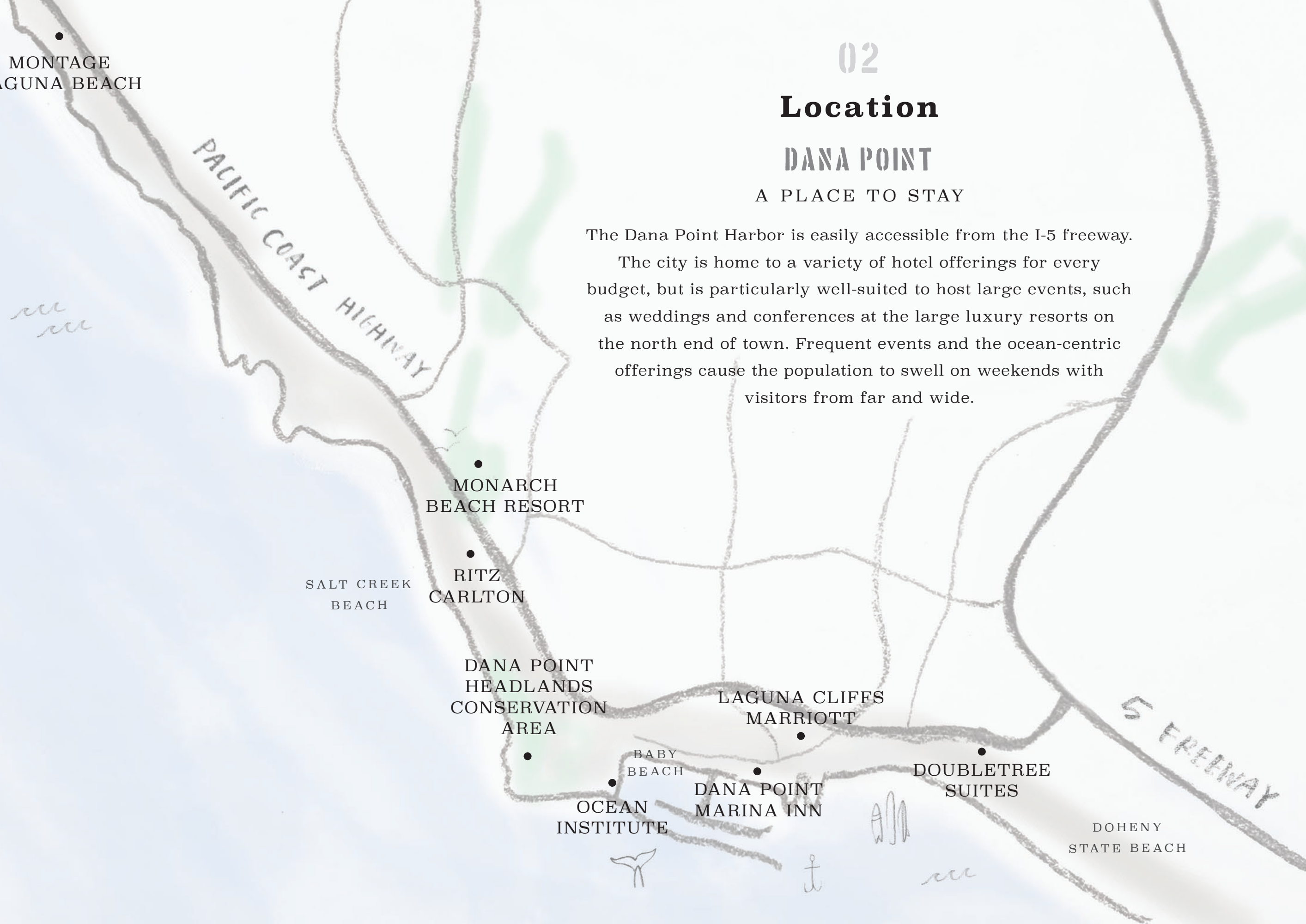
Location

DANA POINT

A PLACE TO STAY

The Dana Point Harbor is easily accessible from the I-5 freeway.

The city is home to a variety of hotel offerings for every budget, but is particularly well-suited to host large events, such as weddings and conferences at the large luxury resorts on the north end of town. Frequent events and the ocean-centric offerings cause the population to swell on weekends with visitors from far and wide.



TRADE AREA AND DEMOGRAPHICS

A PLACE TO SHOP & DINE

The Dana Point Harbor sits along the Orange County coastline.

This waterfront location draws locals and visitors from across Southern California and is surrounded by some of the most affluent communities. Dana Point, Ladera Ranch, San Clemente, Talega and Laguna Beach with average home prices from 2-4 million dollars.

Dana Point is a strong tourist attraction with over 50 resorts and hotels within a 15 minute drive.

	10 Min	15 Min	30 Min
Population	104,670	233,452	1,055,120
Household Income	\$149,679	\$156,254	\$148,738
Daytime Employment	45,303	104,759	599,461
College Education	58.73%	59.52%	65.14%

416,287

Total trade area population

\$143,255

Average household income

50

Hotels, resorts and inns within a 15 minute drive time

\$2.10M

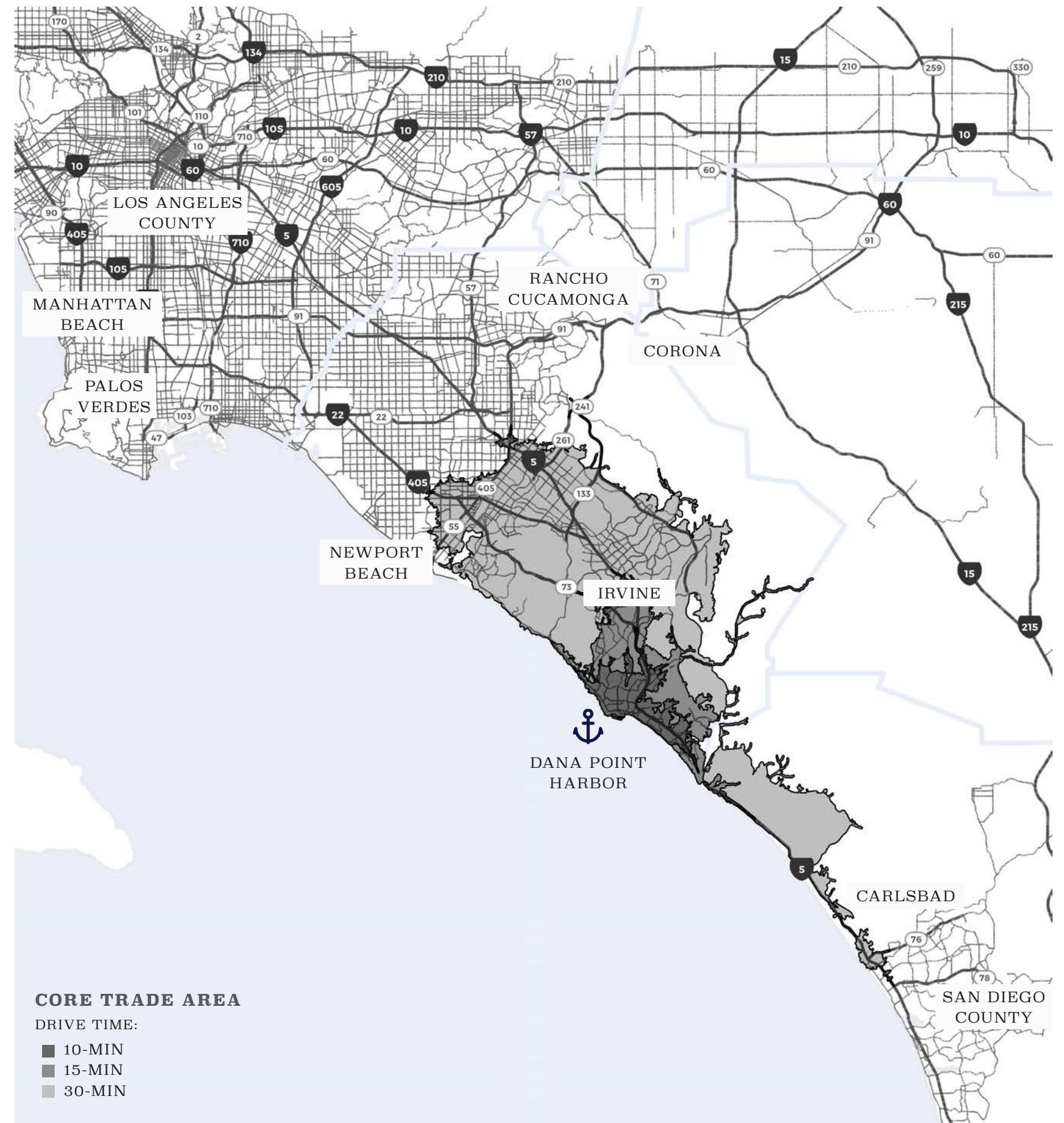
Median home value

60%

Of households with an annual income of over \$100,000

113,274

Daytime workers within the core trade area.



Site Plan

THE HARBOR

62 Acres

111,000 Square Feet of Retail

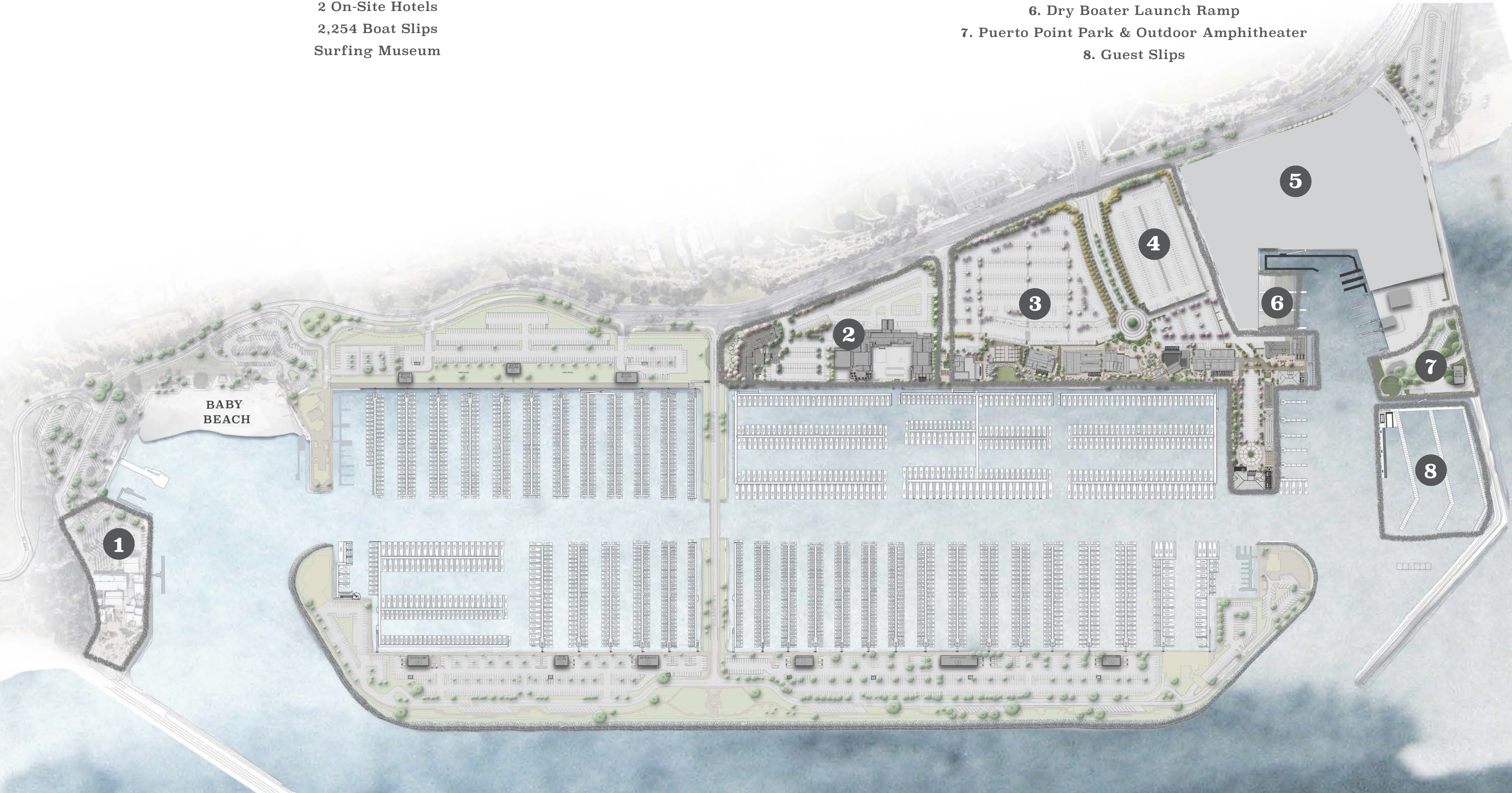
2 On-Site Hotels

2,254 Boat Slips

Surfing Museum

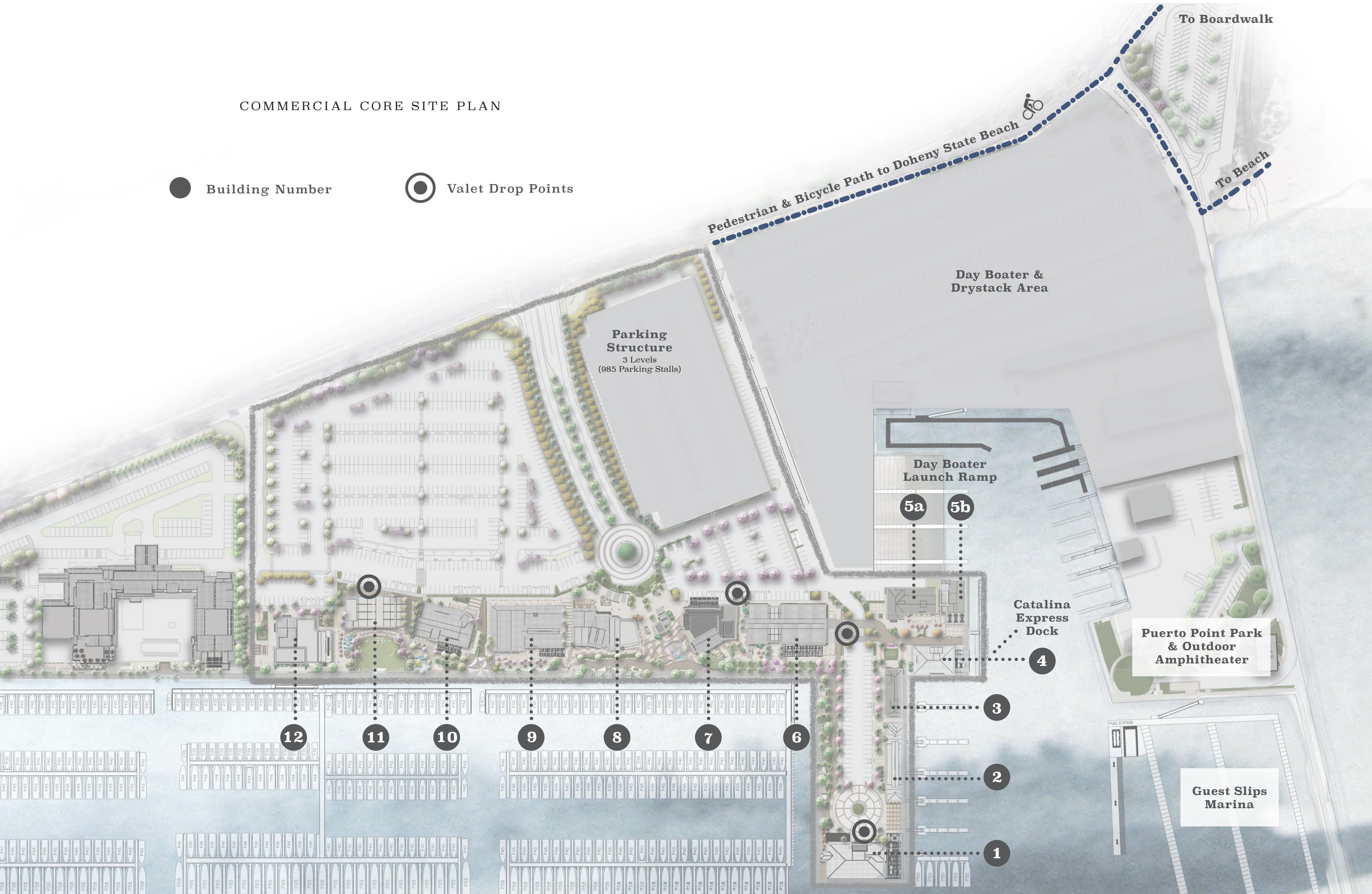
OVERALL SITE PLAN

- 1. Ocean Institute
- 2. Dana House Boutique Hotel (130 Rooms) & Surf Lodge Hotel (139 Rooms)
- 3. Commercial Core
- 4. Parking Structure
- 5. Day Boater & Drystack Area
- 6. Dry Boater Launch Ramp
- 7. Puerto Point Park & Outdoor Amphitheater
- 8. Guest Slips

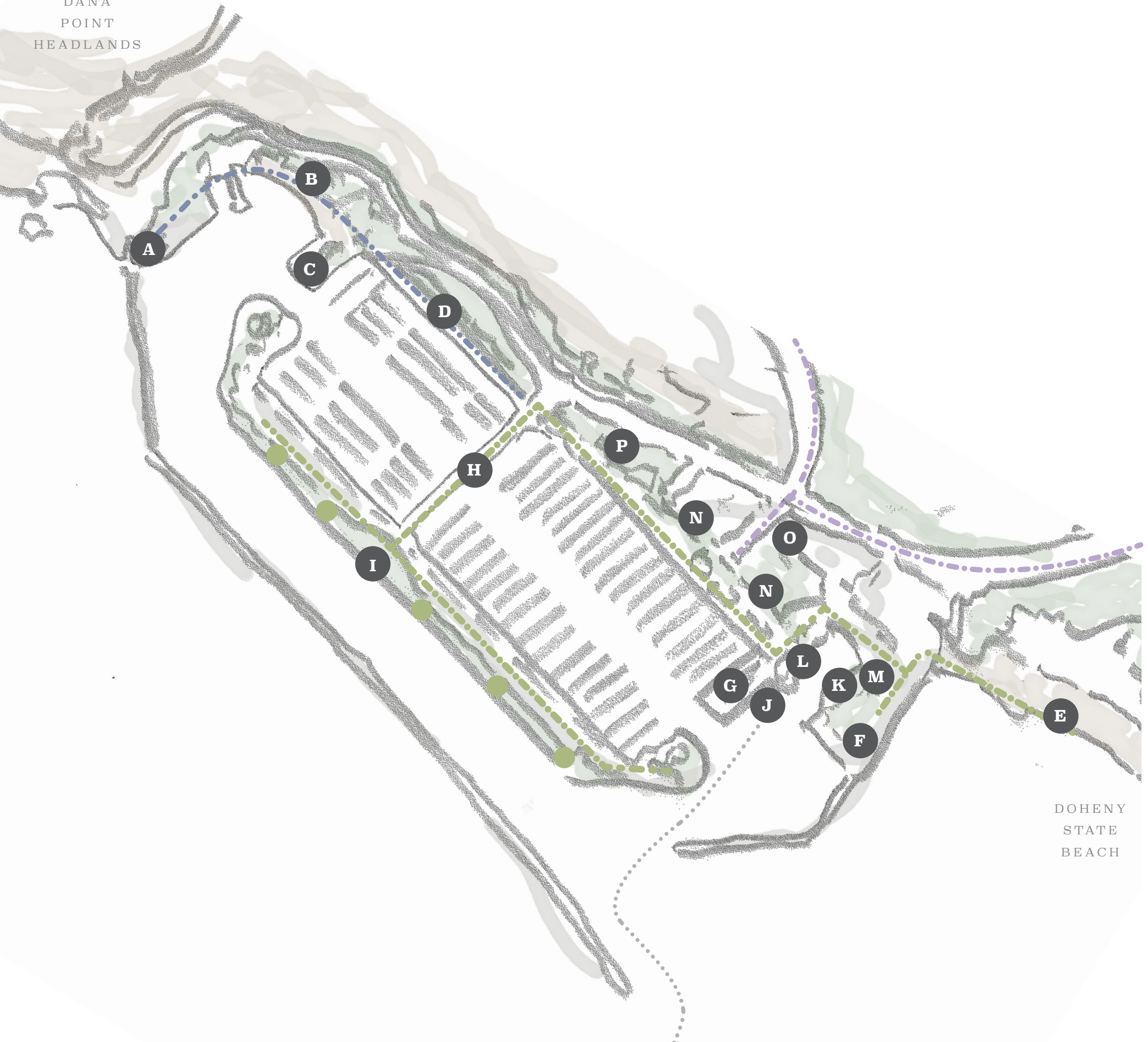


COMMERCIAL CORE SITE PLAN

- Building Number
- ◎ Valet Drop Points



DANA
POINT
HEADLANDS



DOHENY
STATE
BEACH

Connected to Everything

PARK AND MUSEUM

- A.** Ocean Institute and Spirit of Dana Point
- B.** Baby Beach
- C.** Westwind Sailings
- D.** Public Park and Parking

GREENBELT

- E.** Path linking the Harbor to Doheny Beach
- F.** Park and Amphitheater
- G.** Dining on the Water
- H.** Iconic Harbor Bridge
- I.** RH Dana Statue

PACIFIC OCEAN

- J.** Ferry to Catalina, Whale Watching & Charters
- K.** Fuel Dock & Convenience Store
- L.** Public Boat Launch
- M.** Dry Dock & Boat Storage

HARBOR COMMERCIAL HUB

- N.** Retail & Restaurants
- O.** Parking
- P.** Hotels



04

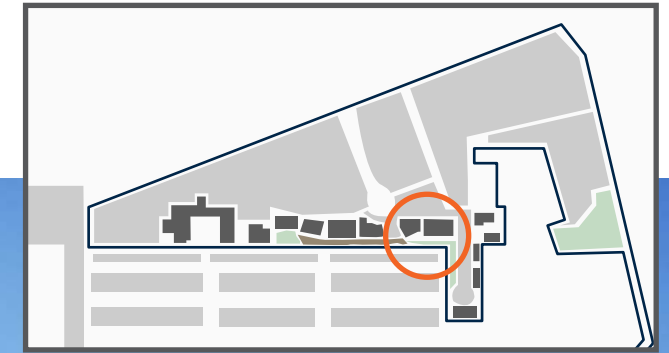
Building Renderings & Programming

Dana Point Harbor is looking to the future, with a firm foundation in the past as a source of inspiration and authenticity. It is a destination poised to deepen its relationship to the community and the richness of the waters found here.

As the site evolves, it will continue to invite people in with a mix of uses including retail, entertainment, hospitality, recreation and education. It will clarify the invitations to explore, escape and connect with visible links to the amenities within.

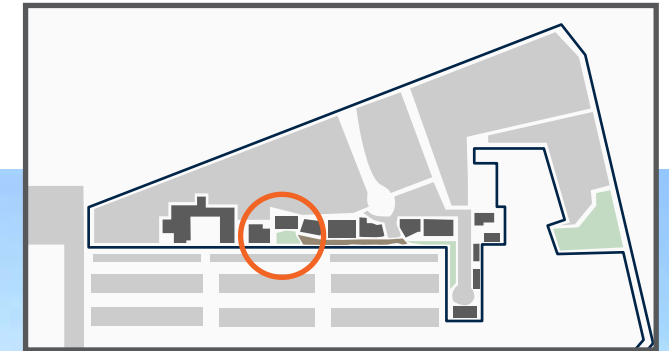
Waterfront Overview

Buildings 6, 7, 8 & 9



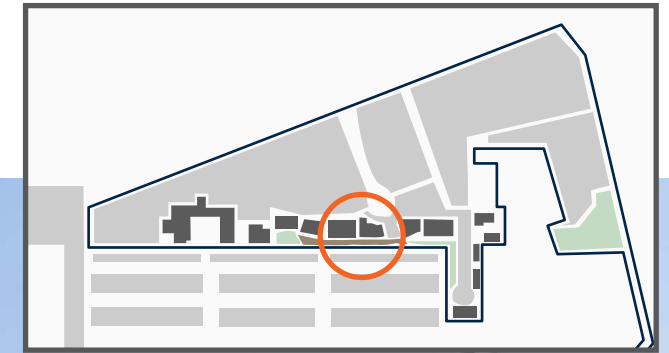
Waterfront

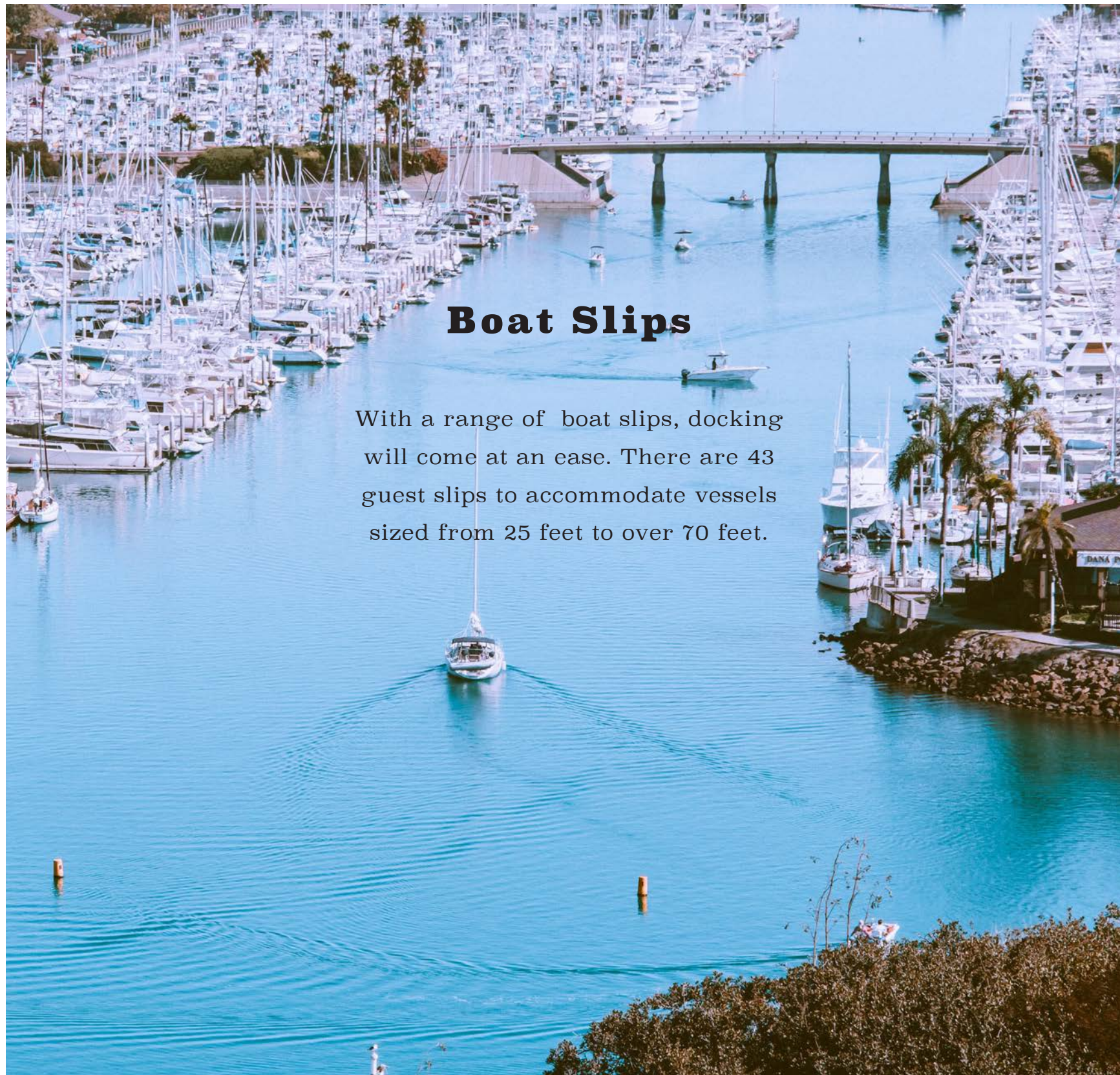
Building 10



Waterfront Boardwalk Side

Building 7, 8, & 9





Boat Slips

With a range of boat slips, docking will come at an ease. There are 43 guest slips to accommodate vessels sized from 25 feet to over 70 feet.

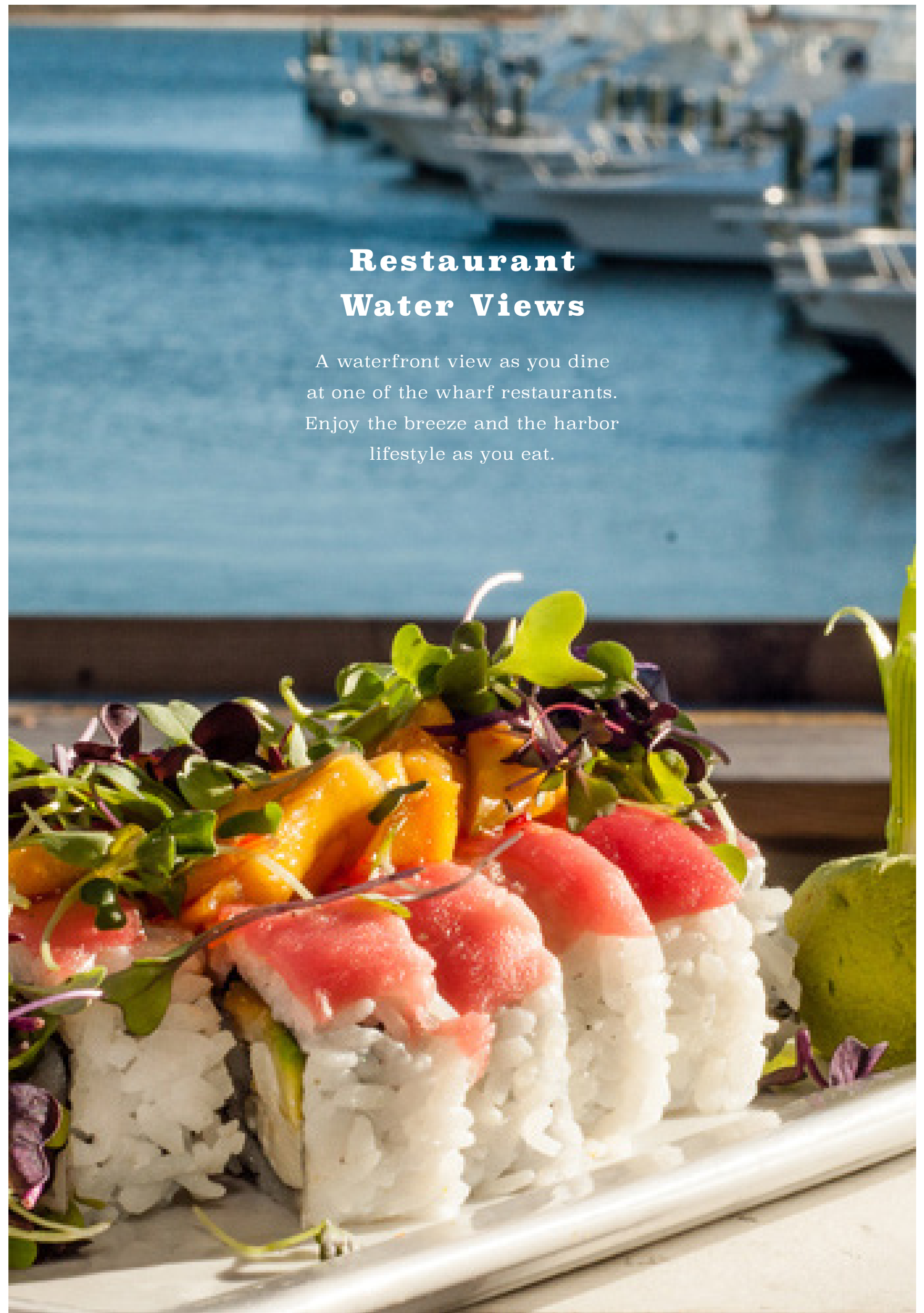


WATER TAXI

CONNECTING VISITORS AND LOCALS TO NEARBY AMENITIES. HOP ON & OFF THE WATER TAXI.



HARBOR ACTIVITIES



Restaurant Water Views

A waterfront view as you dine at one of the wharf restaurants. Enjoy the breeze and the harbor lifestyle as you eat.

Wharf

Building 1a & 1b



Wharf

Building 9



Wharf Courtyard

Buildings 4, 5a & 5b



Building 4

Commercial Core

Buildings 8 & 7



WHERE
I
AM

IS WHERE
I WANT
TO BE



A photograph of a man and a woman embracing on a boat. The woman is wearing a light pink dress and a large straw hat, and has her hand on the man's shoulder. The man is wearing a white shirt. The background shows the ocean and a clear sky.

YOU, MIE +THE SEA

05

Activities & Annual Events

The variety of offerings means the Harbor is a place where you could spend time year-round. The ocean breeze and relaxed atmosphere will make you want to stay as long as you can.





**WEEKLY
LIVE MUSIC**



**WEEKLY
FARMERS
MARKET**



SURF COMPETITIONS

WATCH THE BEST OF THE BEST



**GOLF
COURSES**



**PADDLE
BOARDING**



**Concerts on
the Beach**

The annual three-day Ohana Festival in Dana Point at Doheny State Beach features an array of performers for locals and tourists' entertainment.

Ocean Institute

An ocean education non-profit organization located in Dana Point Harbor. They educate 100,000 children, teachers, parents, and visitors annually through over 60 marine science and maritime history programs.



INSPIRED FIELD TRIPS



MARINE LIFE TOURS



Catalina Island

Catalina Island welcomes over 1 million visitors a year by the Catalina Express, helicopter or private boats and planes. Dana Point Harbor is one of the main routes to Catalina Island.



CATALINA EXPRESS

CATALINA EXPRESS OPERATES OUT OF DANA POINT HARBOR



LAUNCH RAMP



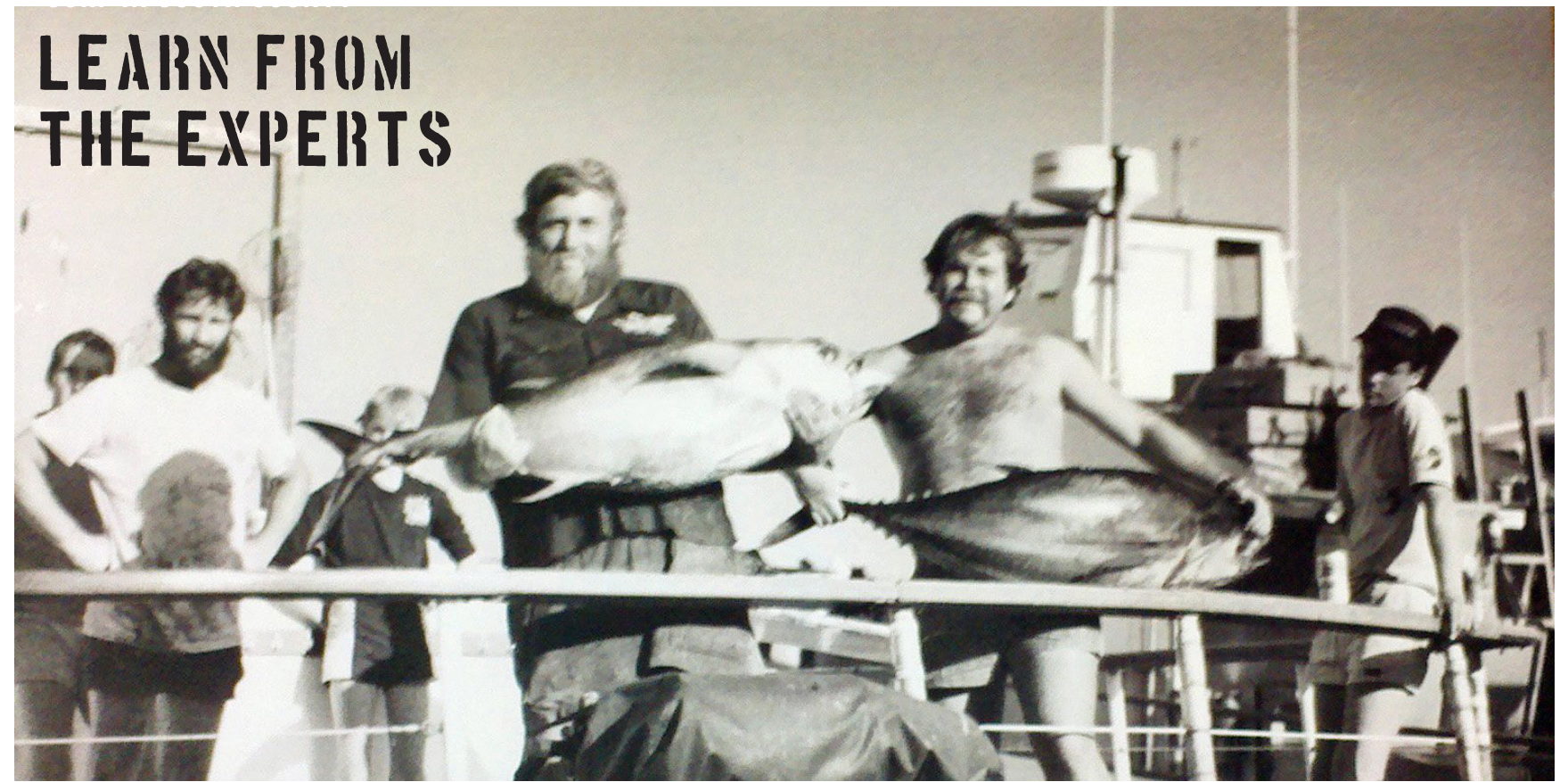


Dana Wharf Sport Fishing

Fishing excursions all year long and anyone can go – young, old, experienced or those out for their first trip.



WHALE WATCHING

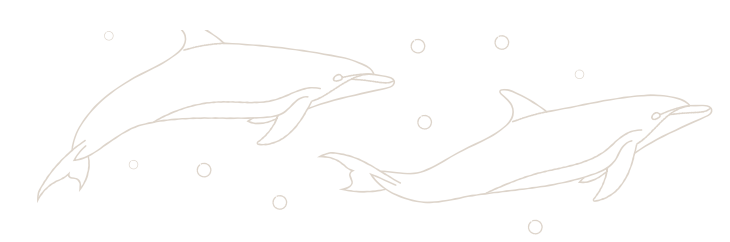


LEARN FROM THE EXPERTS



FISHING YEAR-ROUND

ANNUAL EVENTS



JANUARY

FEBRUARY

MARCH

APRIL

MAY

JUNE

JULY

AUGUST

SEPTEMBER

OCTOBER

NOVEMBER

DECEMBER



FESTIVAL OF WHALES

Celebrate the annual migration of the California Gray Whale with family-friendly activities and events.

Dana Outrigger Ocean Challenge

Winter series open water race, OCI, surf ski, SUPs, & paddle board divisions.

Jazz Festival

Two nights of unforgettable jazz and small plates by local restaurants.

Dana Point Fine Arts Association Art Show

Hosted by the Dana Point Fine Arts Association. Showcases local artists with multiple shows throughout the year.

Dana Point Job Fair

In collaboration with The City of Dana Point, DPHP host the job fair to assist local job seekers and recent graduates.

California Wine Festival

Lantern Bay Park
Wine tasting, gourmet foods, lively music.

SoCal Woodie Club Car Show at Doheny

DOHENY BLUES FESTIVAL

Doheny State Beach Sea Terrace Park
Two day themed music festival with craft beer and multiple stages.



Movies in the Park

Lantern Bay Park
Fridays in June
Family friendly movies are projected on a screen outdoors. Food trucks provide dinner options.

Concerts in the Park

Sea Terrace Park
Saturdays in July - August
Local bands perform live music outdoors each Saturday in the summer. Local food trucks provide refreshments and food.

July 4th Fireworks Extravaganza

Doheny State Beach
Live fireworks over the Pacific to celebrate Independence Day.

Whitey Harrison Classic

20-mile, 9-man outrigger race from Dana Point Harbor to Main Beach in Laguna and back. Hosted by Dana Outrigger Canoe Club.

Ocean Institute Summer Camps

Week long programs for ages 5 to 14
An in-depth Marine Science, Maritime History and Outdoor Education programs.

TALL SHIPS FESTIVAL

Ocean Institute Festival with cannon battles, mermaid stories, beer garden, and food trucks.

Coastal Cleanup Day

Doheny State Beach
Largest volunteer event of the year.

OHANA FESTIVAL

Doheny State Beach
Three day music festival to help raise funds for maintaining coastal access in Orange County.

California Surf Day

Lobster Season

Doheny State Beach
Gourmet appetizers, no-host bar, fresh east coast lobster, live music + dancing.

DANA POINT TURKEY TROT

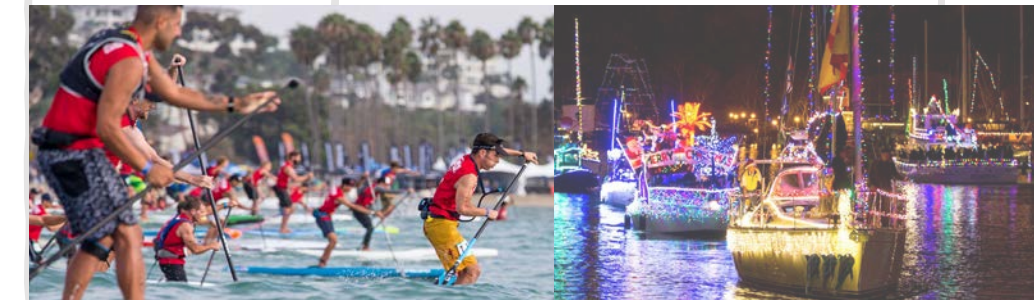
Dana Point Harbor
One of the largest turkey trots in the country. More than 17,000 participants.

BOAT PARADE OF LIGHTS

Dana Point Harbor
Local boats parade around the harbor displaying their holiday themed decorations + lights.

HAPPY HARBOR DAYS

Dana Point Harbor
Thanksgiving to early January
The Dana Point Harbor is decorated with a fantastic and animated light show that visitors can walk through and experience the sculptural lights in person.



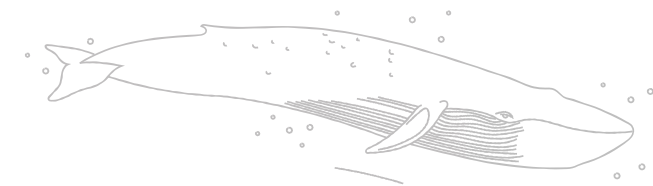
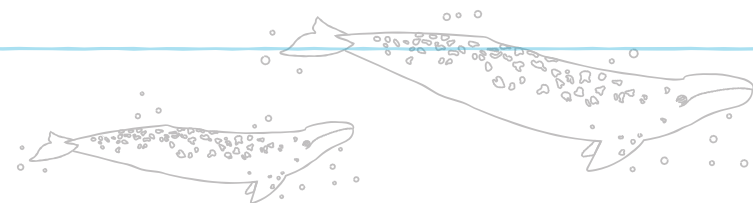
Vintage Surfboard Collectors Club



WHALE WATCHING SEASONS

Gray Whales

November to April



Blue Whales

May to October

SPORT FISHING SEASONS

Halibut

Calico Bass

Sculpin

Halibut

Sculpin

White Sea Bass

Rock Cod

Sheephead

Halibut

Blue Fin Tuna

Bonito

Yellow Tail

Halibut

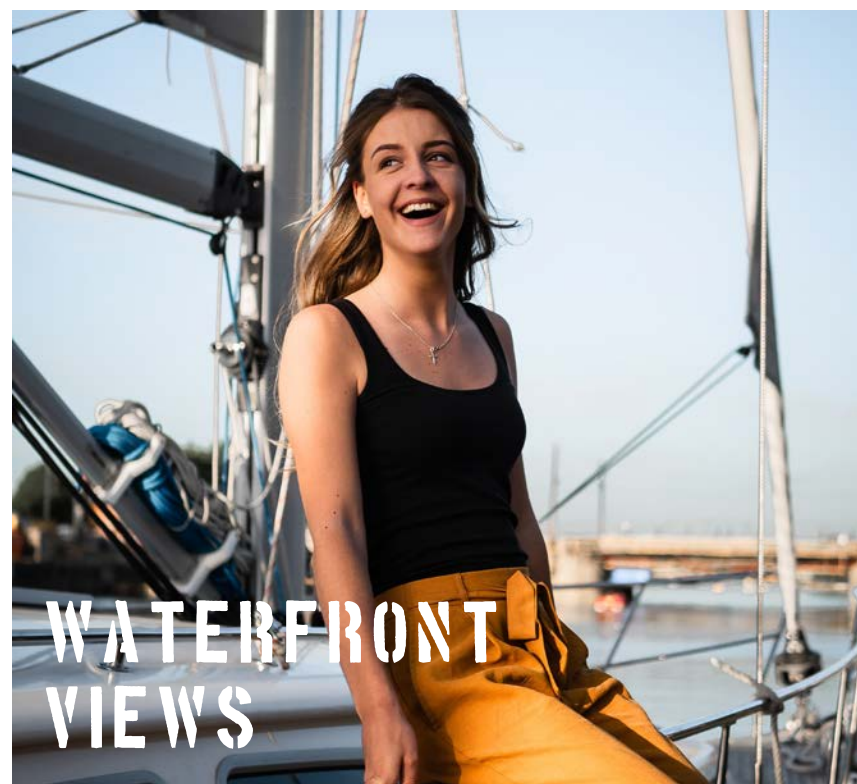
Dorado

Rock Cod



Waterfront

The programming on the waterfront will have a mixture of activities year-round such as farmer's market, lessons to make a surf board, car shows, and health focused programming like yoga on the lawn. These events will pull in tourists and locals into Dana Point Harbor.





Hand Made

Dana Point Harbor is not afraid of a few fingerprints. It is a place where local surf artists find a canvas and a voice.



Thomas Campbell

LIMITED EDITION

DIRECT FROM CREATORS WHO LIVE AND SURF IN SOUTH COUNTY



REPAIR YOUR BOARD

LEARN FROM THE LEGENDS



EXPRESS YOURSELF

CUSTOM CREATIONS PERFECTLY TAILORED BY YOU AND FOR YOU



CUSTOM BOARDS

A MEMORY TO TAKE HOME AND ANCHOR YOUR LIVING SPACE WITH AN ARTISAN QUALITY PIECE

06

Guiding Principles

FAMILIAR, YET NEW.

Forms and materials draw on elements that work, made new by best practices in placemaking and sustainability.

A DEEP LOVE OF THE OCEAN.

The deep emotional response to the ocean is hard to put into words, but it is a pull that everyone who loves Dana Point shares. The Harbor is a place to celebrate and foster that love of the ocean in all its forms— to protect, celebrate, explore and enjoy.

CASUAL SOPHISTICATION.

A curated experience that strips away the unnecessary helps guests focus on the rich, unfettered relaxation of the harbor. The evolution is pulling away elements that obstruct the enjoyment of the water. The result is clarity, simplicity and ease.

ROOTED IN DANA POINT.

Dana Point likes flying below the radar. It's humble and real. So, it's no surprise that the seminal role of Dana Point in the surf industry is largely unknown. Surf legends began here. The roots of this industry run deep and continue to thrive. People live and breathe with a creativity momentum that's fueled by the ocean. This authenticity is rare and appealing. It makes the place special in ways that compliment the Harbor experience.



07

Harbor Palettes

The update to Dana Point Harbor represents a unique opportunity to redefine the character of the site by connecting to the water through all the senses.

VILLAGE ARCHITECTURE

The goal is to make a place that is immediately recognizable with four-sided, pedestrian scale elements.

FORMS

The forms are familiar, clean and clear.

MATERIALS & TEXTURES

The materials have texture and weather gracefully.

A GLOW FROM AFAR

The site architecture and landscape includes elements that become warm beacons at night.

LOCAL ARTISTS, SHAPERS, ILLUSTRATORS, AND INNOVATORS

Not afraid of a few fingerprints.





Village Architecture

The forms are familiar, clean and clear. The materials have texture and weather gracefully. The scale invites guests to explore on foot while timbers creak beneath their feet.

Within the clean lines of the massing, there are layers that offer shelter, privacy and protection. Individual storefronts give a village character that is four-sided and meaningfully connected to the adjoining uses.

The buildings are adaptable to changing weather with open views to the water. Spaces reach out to the ocean and views with decks, balconies and patios.





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