SENATE COMMITTEE ON TRANSPORTATION
Senator Dave Cortese, Chair
2023 - 2024 Regular

Bill No:	ACR 87	**Hearing Date:**	4/9/2024
Author:	Ta		
Version:	6/15/2023 Amended		
Urgency:		**Fiscal:**	Yes
Consultant:	Jacob O'Connor		

SUBJECT: "Surf City USA" interchange

DIGEST: This resolution designates the interchange at State Highway Route 405 and State Route 39 as the "Surf City USA" interchange.

ANALYSIS:

Existing law:

1) Assigns the California Department of Transportation (Caltrans) the responsibility of operating and maintaining state highways, including the installation and maintenance of highway signs.

Committee Policy:

The committee has adopted a policy regarding the naming of state highways or structures. Under the policy, the committee will consider only those resolutions that meet all of the following criteria:

1) The person being honored must have provided extraordinary public service or some exemplary contribution to the public good and have a connection to the community where the highway or structure is located.

2) The person being honored must be deceased.

3) The naming must be done without cost to the state. Costs for signs and plaques must be paid by local or private sources.

4) The author or co-author of the resolution must represent the district in which the facility is located, and the resolution must identify the specific highway segment or structure being named.

5) The segment of highway being named must not exceed five miles in length.

6) The proposed designation must reflect a community consensus and be without local opposition.

7) The proposed designation may not supersede an existing designation unless the sponsor can document that a good faith effort has uncovered no opposition to rescinding the prior designation.

This resolution:

1) Discusses the importance of surfing as part of the City of Huntington Beach's culture and economy.

2) Designates the interchange at State Highway Route 405 and State Route 39 in the County of Orange at Beach Boulevard as the "Surf City USA" interchange.

3) Requests Caltrans to determine the cost of appropriate signs consistent with the signing requirements for the state highway system showing this special designation and, upon receiving donations from nonstate sources sufficient to cover that cost, to erect those signs.

COMMENTS:

1) *Purpose of the resolution*. According to the author, "Since it was formally adopted over 30 years ago, the nickname "Surf City USA" has honored Huntington Beach's surf and beach culture. Home to over 100 years of surfing history, 10 miles of coastline, the US Open of Surfing, the Surfing Walk of Fame, and the Surfers' Hall of Fame, surfing is an integral aspect of Huntington Beach's culture, economy, and history. Designating the interchange at State Highway Route 405 and State Route 39 in the County of Orange at Beach Boulevard as the "Surf City USA" Interchange would not only honor the city's famous nickname, but recognize the history, economy, and culture of Huntington Beach."

2) *Huntington Beach and surfing.* Huntington Beach is home to 10 miles of uninterrupted coastline, is mentioned in popular songs such as "Surf City" by Jan and Dean, and hosts key surfing landmarks such as the Huntington Beach International Surfing Museum, the Surfers' Hall of Fame, and the Surfing Walk of Fame. Each year, Huntington Beach hosts the U.S. Open of Surfing, the world's largest surf competition that attracts spectators from across the globe.

In 1991, the City of Huntington Beach adopted the nickname "Surf City USA" to recognize the city's surf and beach culture.

3) *Surf City or Surf City USA.* Huntington Beach is not the only city in California with strong cultural and economic ties to surfing. In particular the city of Santa Cruz has a rich surfing community and history. Santa Cruz was the site of first recorded surfing in California, by Hawaiians. It is home to 11 world-class surf breaks, a surfing museum and hosts the O'Neill Cold Water Classic and other international surfing contests.

   In 2004, the Huntington Beach Conference and Visitors Bureau filed several applications to register the "Surf City USA" trademark. After the trademark was registered, Santa Cruz city council agreed to purse a trademark of the name "Original Surf City USA." Huntington Beach then sent cease-and-desist letters to Santa Cruz vendors to stop selling "Surf City USA" T-shirts. This led to a protracted legal battle that was settled with neither side admitting liability and Huntington Beach retaining the trademark for "Surf City USA" while Santa Cruz generally uses "Surf City."

FISCAL EFFECT: Appropriation: Fiscal Com.: Yes Local:

POSITIONS: (Communicated to the committee before noon on Wednesday, April 3rd.)

SUPPORT:

Visit Huntington Beach

OPPOSITION:

None received

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