

CALIFORNIA COASTAL COMMISSION

South Coast Area Office
200 Oceangate, Suite 1000
Long Beach, CA 90802-4302
(562) 590-5071



TH10b

Filed: 3/04/13
180th Day: 8/31/13
Staff: A. Padilla-LB
Staff Report: 5/20/13
Hearing Date: 6/12-14/13

STAFF REPORT: REGULAR CALENDAR

Application Number: 5-13-030

Applicant: City of Santa Monica

Project Location: 810 (Lot 8N), 1150 (Lot 3N), 1550 (Lot 1N) Palisades Beach Road; 2030 (Lot 4S) Ocean Avenue; Neilson Way north of Hill Street; 2030 (Lot 4S) and 2600 (Lot 5S) Barnard Way; Pico Boulevard east of Main Street; 4th Street north of Civic Center Drive, City of Santa Monica (within Public Right-of-Way).

Project Description: The applicant proposes to remove 10 public beach parking informational signs and install 12 electronic message boards, and 1 static sign, to display beach parking information to motorists as a traffic improvement measure. The signs will consist of two types: 1) arterial single pole mounted sign varying from 148 to 165 inches in width by 75 inches high and extending a maximum of approximately 24.5 feet to 26.5 feet above grade, and 2) static signs, with a small electronic display window, measuring from 48 inches wide by 72-83 inches high and mounted on a single pole, with a maximum height of approximately 13.5 feet above grade. No commercial advertising is proposed.

SUMMARY OF STAFF RECOMMENDATION

The City of Santa Monica proposes to replace existing beach parking lot signs and install new dynamic message signs (DMS) at the City's beach parking lots and install large approximately 76 to 85 square foot DMS signs along major arterial roads to provide the public traffic and parking information to improve traffic flow and access to the public parking lots and beaches within the City's coastal zone. The signs will be located in developed areas and designed and sited to

minimize adverse impacts to public coastal view. Staff recommends **approval** of the proposed development with **two special conditions** including: **1)** future improvements restriction; and **2)** compliance with the permit as described. As conditioned the project can be found consistent with the visual resource protection and public access policies of the Coastal Act.

TABLE OF CONTENTS

I. MOTION AND RESOLUTION	4
II. STANDARD CONDITIONS	4
III. SPECIAL CONDITIONS	5
IV. FINDINGS AND DECLARATIONS	5
A. PROJECT DESCRIPTION	5
B. VISUAL RESOURCES	6
C. PUBLIC ACCESS AND RECREATION	11
D. LOCAL COASTAL PROGRAM	12
E. CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA)	13

EXHIBITS

<u>Exhibit 1— Regional Map</u>	
<u>Exhibit 2— Sign Location Map</u>	
<u>Exhibit 3— Typical Sign Detail</u>	
<u>Exhibit 4— Arterial Sign</u>	
<u>Exhibit 5— Arterial Sign Cantilever</u>	
<u>Exhibit 6— Sign at 1550 Lot. Existing</u>	
<u>Exhibit 6a—New Sign at 1550 Lot</u>	
<u>Exhibit 7— Sign at 1150 Lot. Existing</u>	
<u>Exhibit 7a—New Sign at 1150 Lot</u>	
<u>Exhibit 8— New Static Sign</u>	
<u>Exhibit 9— Signs located at Ocean Ave/Bicknell</u>	
<u>Exhibit 9a—New Sign at Ocean Ave/Bicknell</u>	
<u>Exhibit 10—New Sign at 2600 Barnard Way</u>	
<u>Exhibit 11—Ocean Park Blvd at Barnard Way</u>	
<u>Exhibit 11a--Proposed Option</u>	
<u>Exhibit 11b--Selected Option</u>	
<u>Exhibit 12—Arterial Sign at 4th Street</u>	
<u>Exhibit 13—New Sign at Neilson Way</u>	
<u>Exhibit 14—New Sign at Pico Blvd</u>	
<u>Exhibit 15—Proposed Site at 1150 Lot</u>	
<u>Exhibit 15a--Proposed Arterial sign</u>	
<u>Exhibit 16—Existing sign at 810 Lot</u>	
<u>Exhibit 16a--Proposed Arterial and Lot signs</u>	

I. MOTION AND RESOLUTION:

Motion:

*I move that the Commission **approve** Coastal Development Permit No. 5-13-030 pursuant to the staff recommendation.*

Staff recommends a **YES** vote. Passage of this motion will result in approval of the permit as conditioned and adoption of the following resolution and findings. The motion passes only by affirmative vote of a majority of the Commissioners present.

Resolution:

The Commission hereby approves coastal development permit no. 5-13-030 and adopts the findings set forth below on grounds that the development as conditioned will be in conformity with the policies of Chapter 3 of the Coastal Act and will not prejudice the ability of the local government having jurisdiction over the area to prepare a Local Coastal Program conforming to the provisions of Chapter 3. Approval of the permit complies with the California Environmental Quality Act because either 1) feasible mitigation measures and/or alternatives have been incorporated to substantially lessen any significant adverse effects of the development on the environment, or 2) there are no further feasible mitigation measures or alternatives that would substantially lessen any significant adverse impacts of the development on the environment.

II. STANDARD CONDITIONS

1. **Notice of Receipt and Acknowledgment.** The permit is not valid and development shall not commence until a copy of the permit, signed by the permittee or authorized agent, acknowledging receipt of the permit and acceptance of the terms and conditions, is returned to the Commission office.
2. **Expiration.** If development has not commenced, the permit will expire two years from the date on which the Commission voted on the application. Development shall be pursued in a diligent manner and completed in a reasonable period of time. Application for extension of the permit must be made prior to the expiration date.
3. **Interpretation.** Any questions of intent or interpretation of any condition will be resolved by the Executive Director or the Commission.
4. **Assignment.** The permit may be assigned to any qualified person, provided assignee files with the Commission an affidavit accepting all terms and conditions of the permit.

5. **Terms and Conditions Run with the Land.** These terms and conditions shall be perpetual, and it is the intention of the Commission and the permittee to bind all future owners and possessors of the subject property to the terms and conditions.

III. SPECIAL CONDITIONS

1. **Future Improvements Restriction.** This permit is only for the development described in coastal development permit No. 5-13-030. Except as provided in Public Resources Code section 30610 and applicable regulations, any future development as defined in PRC section 30106, including, but not limited to, a change in the density or intensity of use land, shall require an amendment to Permit No. 5-13-030 from the California Coastal Commission or shall require an additional coastal development permit from the California Coastal Commission or from the applicable certified local government.
2. **Permit Compliance.** All development must occur in strict compliance with the proposal as set forth in the application, subject to any special conditions imposed herein. Any deviation from the approved plans must be submitted for review by the Executive Director to determine whether an amendment to this coastal development permit is necessary pursuant to the requirements of the Coastal Act and the California Code of Regulations.

IV. FINDINGS AND DECLARATIONS

A. PROJECT DESCRIPTION

The City of Santa Monica proposes to remove approximately 10 public beach parking informational signs and install 12 single sided dynamic message sign (DMS) boards, and 1 static sign, to display beach parking information to motorists as a traffic improvement measure.

Five of the signs (arterial signs) will vary from 148 to 165 inches in width by 75 inches high and mounted on a single pole extending a maximum of approximately 24.5 feet to 26.5 feet above road grade. The arterial signs will have large electronic display faces with a narrow static border (varying from 6 inches to 14 inches) around the perimeter of the electronic display face. The five arterial signs will be placed along some of the City's major thoroughfares and beach access routes: Palisades Beach Road (Pacific Coast Highway), Fourth Street, Neilson Way, and Pico Boulevard (see Sign Location Map **Exhibit No. 2** for locations). The arterial signs will be similar in appearance to the electronic message signs seen along freeways, but at a much smaller scale. The two arterial signs proposed along Palisades Beach Road will be mounted on a single vertical pole and will measure 149 inches in width by 75 inches high. The signs will have a total height of approximately 24.5 feet (see **Exhibit No. 3 and 4**). The other three arterial signs proposed along Neilson Way, 4th Street and Pico Boulevard will measure 165 inches in width by 75 inches high and will be cantilevered over the roadway with a maximum height of approximately 26.5 feet (see

Exhibit No. 5). The five arterial signs will be used to display real-time parking and traffic information, and may also be used to provide emergency information.

The second type of sign will be smaller static parking lot information signs with a small electronic display window(s) and will vary from 48 inches wide by 72-83 inches high and mounted on a single pole with a maximum height of approximately 13.5 feet. These public parking lot signs will replace existing static public beach parking informational signs. The sites are located adjacent to various public beach parking lots located along Palisades Beach Road, Ocean Avenue, and Barnard Way (see Sign Location Map, **Exhibit No. 2**). The existing signs to be replaced are static pole mounted signs and vary from approximately 48 inches wide by 52 to 80 inches high and are mounted on approximately 5-8 foot high poles, or mounted on existing street light standards. The signs currently inform the public of the location of a public beach parking lot, parking lot number, and parking rate; other signs indicate by directional arrows the location of additional parking lots. The new signs will be similar in size to the existing signs with similar information; however, in addition to the static public access information, the signs will include one or two electronic variable display windows measuring approximately 34 inches wide by 19 inches high. These windows will display real-time parking space availability within the parking lot that the sign is associated with.

The electronic signs will be integrated with the City's centralized parking availability system. According to the City, the signs will provide greater guidance to residents and visitors seeking available parking at the City's 16 beach parking lots by providing real-time parking information to motorists to help distribute traffic, increase the efficiency of existing parking resources, and reduce traffic congestion. The electronic messages will be used during beach parking lot hours, generally between sunrise to sunset, and then will be turned off. However, the electronic messaging may extend beyond the normal beach lot operating hours when there are special events at the beach, beach lots, or surrounding area or to display public emergency information. The City also states that signs will not be used for displaying commercial advertising.

B. VISUAL RESOURCES

Section 30251 of the Coastal Act requires that the scenic and visual qualities of this coastal area shall be protected. Section 30251 of the Coastal Act states, in part:

The scenic and visual qualities of coastal areas shall be considered and protected as a resource of public importance. Permitted development shall be sited and designed to protect views to and along the ocean and scenic coastal areas, to minimize the alteration of natural land forms, to be visually compatible with the character of surrounding areas, and, where feasible, to restore and enhance visual quality in visually degraded areas...

In addition, the Santa Monica LUP, certified with suggest modifications, has a number of policies to ensure that the visual resources of the Santa Monica coastal zone are protected. The policies are as follows:

Policy 35 states:

Palisades Park shall be preserved for public use by visitors and residents preserving scenic views to the Santa Monica Bay and accommodating existing uses.

Policy 66 states in part that:

...Permitted development including public works of art shall be sited and designed to:

- a. protect views to and along the ocean and scenic coastal areas;*
- b. minimize the alteration of natural landforms; and*
- c. be visually compatible with the character of surrounding areas and restore and enhance visual quality in visually degraded areas.*

Policy 71 states:

The City shall develop standards to assure that new development along Adelaide Drive and all other scenic corridors and designed viewing areas, as identified in the Scenic and Visual Resources Map#13, is designed and sited to be visually compatible with the character of the surrounding area, restores and enhances visual quality in visually degraded areas, and protects public views to the coast and scenic coastal areas.

Major scenic resources in the City of Santa Monica are identified in the City's Local Coastal Land Use Plan and the City's Scenic Corridor Element. Scenic resources include the coastline, beach and bay, the Santa Monica Pier, Palisades bluff, and the Santa Monica Mountains. Although the proposed public parking lot signs are important in providing the public information as to location and direction of public parking lots, and need to be located along major thoroughfares or major access points, siting must also take into consideration the impacts to public coastal views.

The eight public beach parking lot signs (48 inches wide by 72-83 inches high on approximately 8 foot high poles) will be located along Palisades Beach Road, Ocean Avenue, and Neilson Way. The five larger arterial signs (148 to 165 inches in width by 75 inches high) will be located on Palisades Beach Road, Neilson Way, 4th Street, and Pico Boulevard (see **Exhibit No. 2** for locations).

Palisades Beach Road, Ocean Avenue, and Barnard Way, which are the first public roads paralleling the beach, provide coastal views of the sandy beach, pier and ocean; however due to development in locations along these roads, public coastal views are intermittent. For example, along Palisades Beach Road, which is located north of the pier, existing development including residential structures, varying from two to three stories and 30 to 45 feet high, beach clubs, and beach concessions, effectively obstruct beach views from the highway. Public coastal views of the beach and ocean from the highway are only available in areas where there are public beach surface parking lots. In addition to the views across these open parking lots, and from the beach itself,

Palisades bluff, which rise approximately 100 feet above the inland side of the highway, provides panoramic beach and ocean views over the existing development from the park above.

South of the pier, along Barnard Way and Ocean Avenue there are fewer obstructions along the seaward side of the roads, therefore, there are more open areas and views to the beach, beach parks, and ocean. Along Fourth Street and Neilson Way, which also run parallel to the coast, but located further inland, do not provide views of the beach due to existing development between the streets and the beach, except at various intersections along Neilson Way with roads running perpendicular to the beach.

Pico Boulevard, which runs perpendicular to the coast and terminates near the sandy beach, provides partial views of the distant ocean along portions of the street.

Beach Parking Lot Signs

The public beach parking lot signs will be similar in size and location as the existing beach lot information signs that will be replaced. The only significant change is the small electronic window on each proposed sign (see **Exhibit No. 6 through 10**).

The locations for the public beach parking lot signs along Palisades Beach Road are adjacent to the surface parking lots and highway in order to provide motorists maximum visibility of the signs to inform them of the location of the parking lots. Because the beach parking lots are immediately adjacent to the highway, the wide highway fronting lots provide motorists open panoramic views of the beach and ocean. However, the new signs will replace existing similar sized parking lot signs and there will not be an increase in the number of signs, and in some locations, consolidate existing signs into a single sign, whereby reducing sign clutter. Furthermore, the DMS window located on the new signs will be small and will not detract from the existing views available across the public parking lots.

The proposed beach parking lot signs located along Barnard Way and Ocean Avenue will also replace existing signs and are located within the landscaped right-of-way (see **Exhibit No. 8, 9 and 10**). Because of their size and location they will not have a significant impact on public coastal views; however, the proposed sign at the corner of Ocean Park Boulevard and Barnard Way, as Ocean Park Boulevard terminates at Barnard Way, has the potential to impact public scenic coastal views if not properly sited (see **Exhibit No. 11 and 11a**). This intersection provides public views of the adjacent City's South Beach Park and views of the adjacent beach and ocean as one approaches Barnard Way traveling west on Ocean Park Boulevard. In this location the City is proposing to place one public parking lot sign (48 inches wide by 82 inches high) with double message windows since it will serve two separate public beach parking lots located to the north and south of the intersection. The City initially proposed to locate the new replacement sign in line with the centerline of the west bound lane of Ocean Park Boulevard to maximize visibility to motorist as they approach the intersection as shown in **Exhibit No. 11a**). Although there is a traffic safety sign(s) on the seaward side of Barnard Way aligned with the center-line of the west bound traffic lane of Ocean Park Boulevard, placing a larger sign in this location would interfere and detract from the views provided in this location. Due to the potential visual impact the City worked with

Commission staff and examined various options for this proposed site. One option was to locate the sign on the same light standard as the existing static sign that is to be replaced; however, the City indicated the light standards are constructed of concrete and would be difficult to drill and run additional electrical wires through the pole and may jeopardize the integrity of the pole. A second option was to locate the new sign off center of the Barnard Way westbound lane and adjacent to the existing light standard where the existing sign to be replaced is currently located (see **Exhibit No.11b**).

Based on the various options considered and the need to provide parking information that will improve public access to the beaches along this major public beach access road, locating the sign off to the side would provide the least public view impacts along this view corridor from Ocean Park Boulevard. By placing the sign off-center from the intersection, adjacent to the current sign to be removed, the sign would be located in an area that has a number of small and large Canary Island palms in the background. These trees, which have large thick trunks and thick crowns, obstruct views to the beach and ocean, therefore, a sign in this location would not have a significant impact to public coastal views. Although the City was concerned with lack of visibility of the sign by approaching motorists on Ocean Park Boulevard, the City was responsive to the potential visual impact to coastal views and agreed locate the sign off to the side of the intersection to minimize the visual impact.

Therefore, based on proposed locations of the new signs, sign size, and that the new signs are replacing existing signs, and reducing sign clutter in locations, the new signs will not have a significant impact to public coastal views.

Arterial Signs

With regards to the five larger arterial one-sided signs, three of the five sign locations, 4th Street, Neilson Way, and Pico Boulevard, will be inland of the first public road paralleling the beach (see **Exhibit No. 12 through 14**). These inland areas vary from approximately 700 feet to over 1,700 feet from the beach and the sites are located in highly developed areas that do not provide any public views of the coastline or ocean, except along portions of Pico Boulevard. Pico Boulevard, which runs perpendicular to the beach, unlike Neilson Way and 4th Street, provides limited views of the ocean (see **Exhibit No. 14**). However, because of existing street improvements such as street landscaping, street lighting, traffic signals, and distance (approximately 720 feet) from the beach, public coastal view impacts from along this street to the ocean will not be significant.

The two proposed large arterial signs located on Palisades Beach Road do have the potential to adversely impact coastal views because of their high visibility, sign size, available coastal views of the ocean and coastal bluffs along the highway, sign size and location along Palisades Beach Road (Pacific Coast Highway), which is the first public road paralleling the beach and a heavily used coastal and access route.

Palisades Beach Road provides public coastal views of the adjacent beach, pier, ocean and coastal bluffs from the highway; however, as mentioned, this northern beach area is a highly urbanized area, developed with large scale residential development, public and private beach clubs, a few

beach concession buildings, and small and large public surface parking lots adjacent to and along the seaward side of the highway. Because of this development views along Palisades Beach Road are intermittent and limited to areas where there are parking lots. In addition to the structures the area is also developed with parking lot lights, highway street lights, traffic signals, two concrete pedestrian bridges that cross over the highway, and highway signs. The existing signs include California Department of Transportation (Caltrans) highway signs, located above the highway on a pedestrian bridge (Arizona Avenue bridge) and the entrance to the McClure tunnel, and a City informational sign located adjacent to the Arizona Avenue bridge. The signs vary from approximately 60" to 144" wide by 48" high (see **Exhibit No. 15**).

To minimize potential visual impacts on public coastal views of the beach, ocean and Palisades Bluff, the City placed the signs along the seaward side of the highway in locations adjacent to existing structures, such as existing multi-story buildings and existing pedestrian bridges. Although the proposed signs are visible to motorists traveling along the highway, because of development behind the proposed signs there are no coastal views that would be blocked or interfered with. However, staff was also concerned with the size of the sign in a coastal environment along a major coastal access route, and the adverse impact such a sign could potentially have on the scenic resources of the area and the signs compatibility with the visual character of the area.

In response to Commission's staff concerns to minimize the visual impact, the City reduced the size of the two proposed arterial signs along Palisades Beach Road from 165 inches by 75 inches (as proposed along 4th Street, Pico Boulevard and Neilson Way) to 148 inches by 75 inches. The City indicated that the reduction in size of the sign was limited due to length of messages, scrolling times, and speed of traffic along the highway. The City explained that a message board that is too small would not provide adequate time for motorist to read the messages and will not be able to provide enough information to passing motorists to be effective. Therefore, based on these factors, the proposed size of the sign along Palisades Beach Road is the smallest size that could be used in this location.

The proposed sign at 1150 Palisades Beach Road is located approximately 90 feet north of the Arizona Avenue pedestrian bridge and approximately 30 feet north of residential development (see **Exhibit No. 15a**) and adjacent to an approximately 487 space public beach parking lot. As sited, as one travels south along the highway, the available views looking towards the proposed north facing sign is multi-level residential development and the bridge. For north bound motorist the existing bridge partially blocks the bridge from view.

The second arterial sign located along Palisades Beach Road (810 Palisades Beach Road), will also be placed adjacent to a pedestrian bridge (Montana Avenue bridge) and next to an approximately 209 space public beach parking lot (see **Exhibit No. 16 and 16a**). Although sited further away from residential development along Palisades Beach Road, the bridge and residential development in the background block any distant views of the beach and ocean.

For both arterial sign locations along Palisades Beach Road, the existing large structures that the signs are sited adjacent to effectively eliminate background views of the beach, ocean or pier from south bound motorists, and the bridges block views of the sign from north bound motorists. At both

locations, any available public views of the beach and ocean would be at a right viewing angle from the highway across the adjacent public parking lots. With the signs placed on a single 12 inch wide pole, 18-20 feet above grade, the signs will maintain views across the parking lots under the sign and will not have a significant impact on public coastal views across the parking lot from either south or north bound motorists.

With the signs located on the seaward side of the highway adjacent to existing large scale development, the signs will not impact public views to and along Palisades Bluffs. Public coastal views from the top of the bluffs (Palisades Park) will also not be significantly impacted due to the height of the bluffs (approximately 100 feet) above the highway and the view angle to the beach and ocean, which is well above the proposed 24.5 to 26.5 foot high signs.

Although the placement of the signs next to structures and in developed areas and reducing the size of the signs will minimize coastal view blockage, a large sign, static or dynamic, placed along a coastal corridor could have an individual and cumulative adverse impact on the character of an area. Such large signs may not be appropriate in areas of open undeveloped stretches of coastline or in areas where such signs are incompatible with the character of the surrounding neighborhood. However, along this stretch of beach in the City of Santa Monica, the area is highly urbanized and the arterial signs will not detract from the character of the surrounding area. Furthermore, the large arterial signs will provide a valuable public service to motorists to improve traffic flow and public access to the various City beach parking lots and to the beaches.

As proposed, the City has located the signs in areas that minimize the impact to coastal views and has minimized the size of the signs along Palisades Beach Road to further reduce the visual impact to coastal views and community character. To ensure that any future development as defined in PRC section 30106, including, but not limited to, a change in the density or intensity of use land, shall require an amendment to the permit **Special Condition No. 1** is required. Furthermore, to ensure that the project complies with the project as proposed, **Special Condition No. 2** requires that all development must occur in strict compliance with the proposal as set forth in the application, and any deviation from the approved plans must be submitted for review by the Executive Director to determine whether an amendment to this coastal development permit is necessary pursuant to the requirements of the Coastal Act and the California Code of Regulations. Therefore, as conditioned, the project is consistent with the City's LUP visual resource protection policies of the certified LUP and consistent with section 30251 of the Coastal Act.

C. PUBLIC ACCESS AND RECREATION

Section 30210 of the Coastal Act states:

In carrying out the requirement of Section 4 of Article X of the California Constitution, maximum access, which shall be conspicuously posted, and recreational opportunities shall be provided for all the people consistent with public safety needs and the need to protect public rights, rights of private property owners, and natural resource areas from overuse.

Section 30211 of the Coastal Act states:

Development shall not interfere with the public's right of access to the sea where acquired through use or legislative authorization, including, but not limited to, the use of dry sand and rocky coastal beaches to the first line of terrestrial vegetation.

One of the basic goals stated in the Coastal Act is to maximize public access and recreation along the coast. The public access and recreation policies of the Coastal Act require that maximum access and recreational opportunities be provided and that development shall not interfere with public access.

As one of California's most popular beaches, traffic can get very congested along many of the City's streets during weekends, holidays and special events. The purpose of the proposed project is to provide real-time parking information to motorists to help distribute traffic, increase the efficiency of existing parking resources, and reduce traffic congestion, which will improve public coastal access to the various public beach lots and to the beaches. The proposed sign program is part of the City's traffic management program that is designed to improve traffic flow throughout the City and coastal zone. The City currently has real-time parking information signage at the City's downtown parking structures to help distribute and minimize street congestion caused by vehicle cueing at parking lot entrances. The City also has a parking availability app for iPhone users to view real-time parking space availability within parking structures and street metered spaces. These existing measures and the addition of the proposed sign program will improve public access to the beach and coastal recreational areas.

As proposed, the project will improve public beach access by improving traffic flow and providing the public parking information to reduce search and travel time. Thus, the proposed development conforms with Sections 30210 and 30211 of the Coastal Act.

D. LOCAL COASTAL PROGRAM

Section 30604(a) of the Coastal Act provides that the Commission shall issue a coastal development permit only if the project will not prejudice the ability of the local government having jurisdiction to prepare a Local Coastal Program (LCP) that conforms with Chapter 3 policies of the Coastal Act:

(a) Prior to certification of the Local Coastal Program, a coastal development permit shall be issued if the issuing agency, or the commission on appeal, finds that the proposed development is in conformity with the provisions of Chapter 3 (commencing with Section 30200) of this division and that the permitted development will not prejudice the ability of the local government to prepare a Local Coastal Program that is in conformity with the provisions of Chapter 3 (commencing with Section 30200). A denial of a coastal development permit on grounds it would prejudice the ability of the local government to prepare a Local Coastal Program that is in conformity with the provisions of Chapter 3 (commencing with Section 30200) shall be accompanied by a specific finding which sets forth the basis for such conclusion.

In August 1992, the Commission certified, with suggested modifications, the land use plan portion of the City of Santa Monica's Local Coastal Program, excluding the area west of Ocean Avenue and Neilson Way (Beach Overlay District), and the Santa Monica Pier. On September 15, 1992, the City of Santa Monica accepted the LUP with suggested modifications.

The area within the Beach Overlay District was excluded from certification due to Proposition S discouraging visitor-serving uses along the beach, resulting in an adverse impact on coastal access and recreation. In deferring this area the Commission found that, although Proposition S and its limitations on development were a result of a voters initiative, the policies of the LUP were inadequate to achieve the basic Coastal Act goal of maximizing public access and recreation to the State beach and did not ensure that development would not interfere with the public's right of access to the sea.

Because the proposed project is consistent with the visual resource policies of the LUP, and the signs will improve traffic flow and public beach access, the Commission finds it can approve the development as conditioned. As conditioned, the project will not adversely impact coastal resources or access. The Commission, therefore, finds that the proposed project, as conditioned will be consistent with the Chapter 3 policies of the Coastal Act and will not prejudice the ability of the City to prepare Land Use Plan policies for the Beach Overlay District (deferred area) and a Local Coastal Program implementation program consistent with the policies of Chapter 3 of the Coastal Act as required by Section 30604(a).

E. CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA)

Section 13096 Title 14 of the California Code of Regulations requires Commission approval of a coastal development permit application to be supported by a finding showing the application, as conditioned by any conditions of approval, to be consistent with any applicable requirements of the California Environmental Quality Act (CEQA). Section 21080.5(d)(2)(A) of CEQA prohibits a proposed development from being approved if there are feasible alternatives or feasible mitigation measures available which would substantially lessen any significant adverse effect which the activity may have on the environment.

The proposed project, as conditioned, has been found consistent with the Chapter 3 policies of the Coastal Act. All adverse impacts have been minimized by the recommended conditions of approval and there are no feasible alternatives or additional feasible mitigation measures available which would substantially lessen any significant adverse impact that the activity may have on the environment. Therefore, the Commission finds that the proposed project, as conditioned, can be found consistent with the requirements of the Coastal Act to conform to CEQA.

Regional Map

Federal Project No LAF1728

Santa Monica Real Time Beach Parking Signs

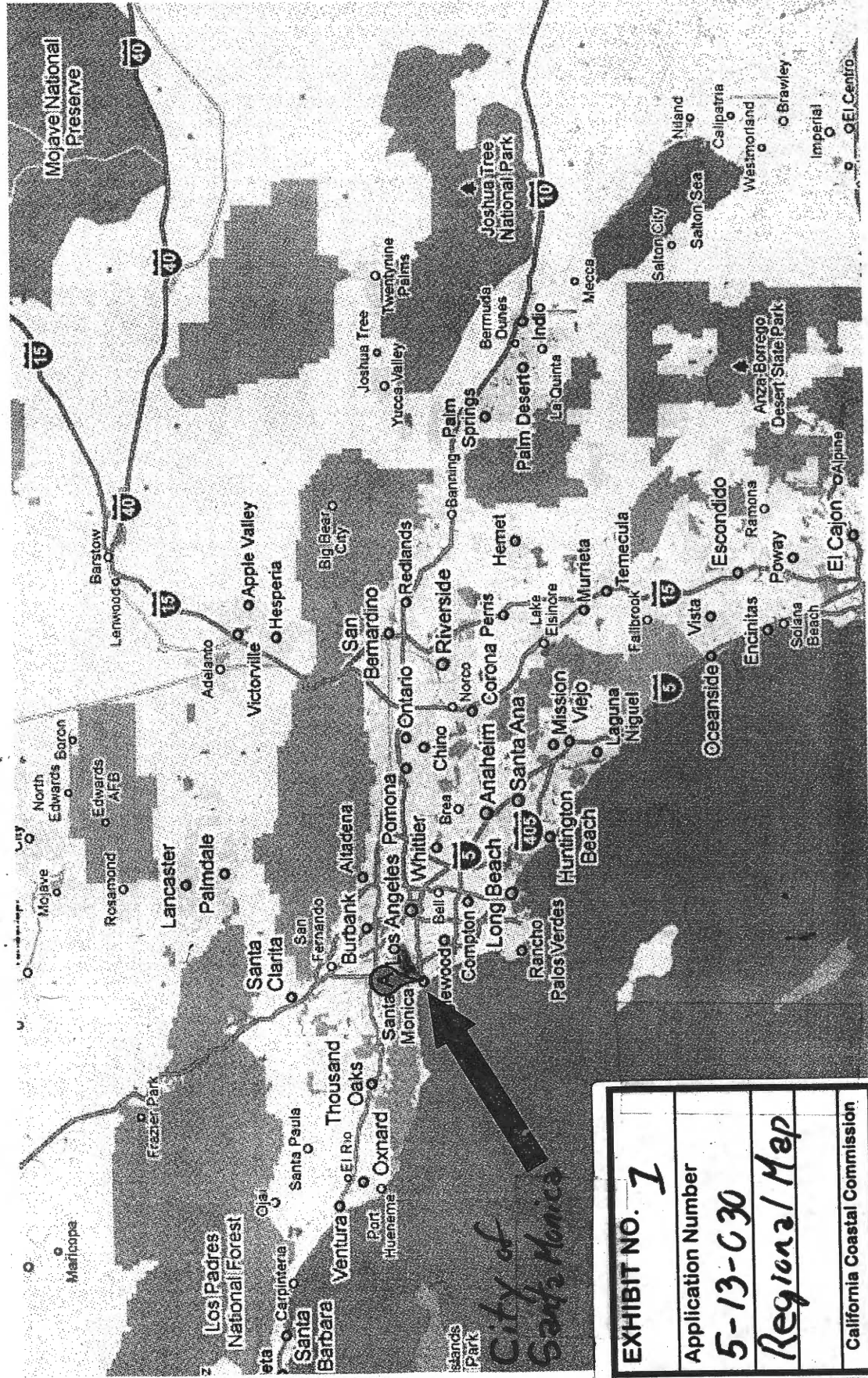


EXHIBIT NO. 7

Application Number

5-13-C30

Regional Map

California Coastal Commission

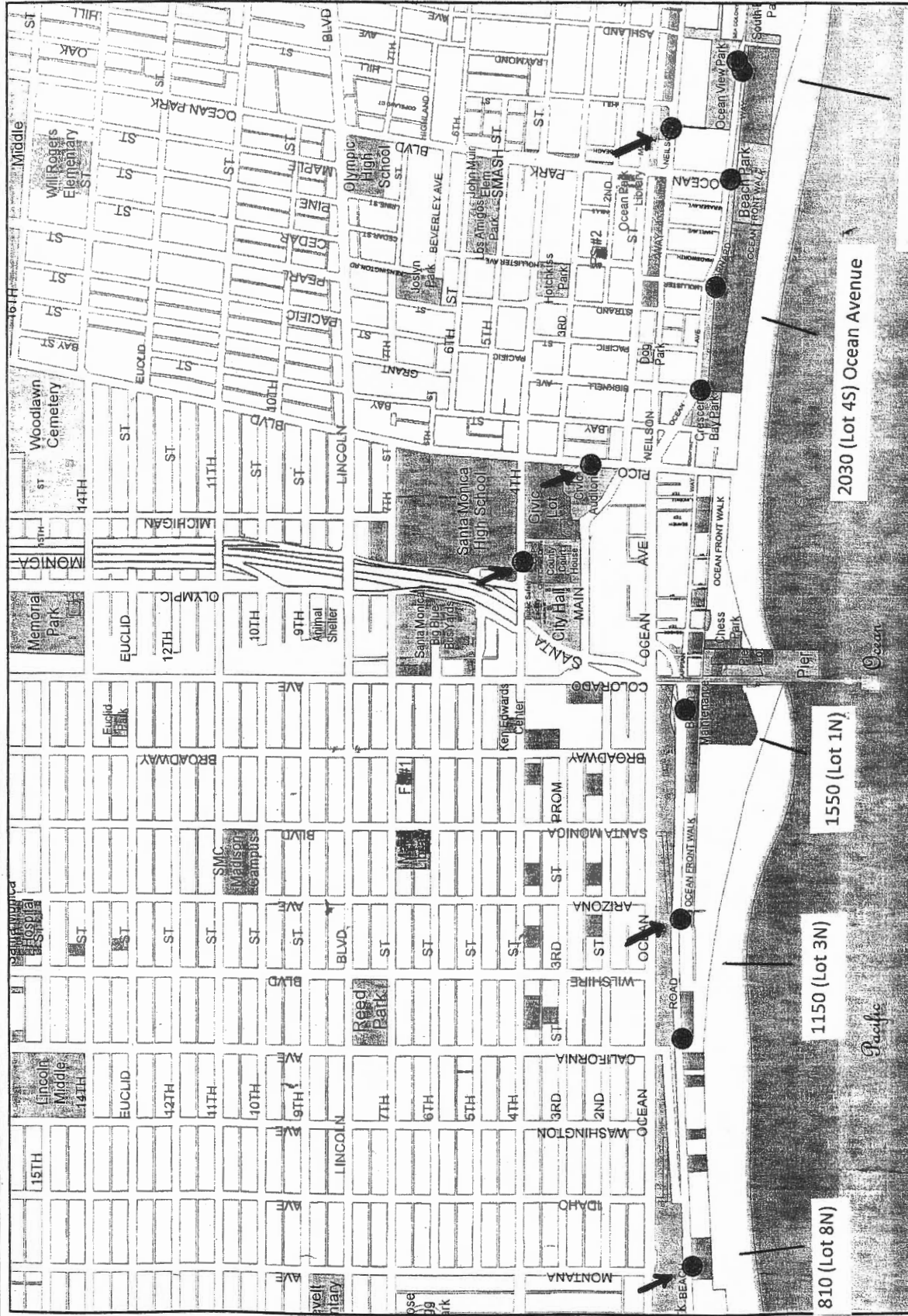
LEGEND

Proposed Dynamic
Message Signs

● Dynamic Message
Sign



This map is the property of the City of Santa Monica and is loaned to you for your use only. It is not to be reproduced, stored in a retrieval system, or transmitted in any form or by any means, electronic, mechanical, photocopying, recording, or by any information storage and retrieval system, without the prior written permission of the City of Santa Monica. The City of Santa Monica is not responsible for any errors or omissions on this map. The City of Santa Monica is not responsible for any damages, including consequential damages, arising from the use of this map. The City of Santa Monica is not responsible for any claims, damages, or liabilities arising from the use of this map. The City of Santa Monica is not responsible for any claims, damages, or liabilities arising from the use of this map.



2600 (Lot 5S) Barnard Way

2030 (Lot 4S) Ocean Avenue

1550 (Lot 1N)

1150 (Lot 3N)

810 (Lot 8N)

Antenna/Sign Locations

EXHIBIT NO. 2

Application Number

5-13-030

Sign Location

Map

California Coastal Commission

QUANTITY AND SIZES PER ATTACHED LIST.

- COLOR FORMULAS BACKGROUND
DARK BLUE: ALL FORMULA #711
WHITE: WHITE
- SOLUBLE INK BY S&W GLOUCE
COLORS FOR FORMULA #804
YELLOW: ALL FORMULA #804
GREEN: MATCH JM FORMULA NUM 3275
1. STRIPS SUBSTRATED WITH 1/8" MAX TRAPPING
A. MODERS P-1 SHALL BE SKETCHED ON JM FORMULA #711 BLUE
B. THE LETTERS SHALL BE PLACED ON THE BACK OF THE
APPLICATION MATERIALS AND TO BE CENTERED ON FACE WITH MINIMUM OF 1/2"
MARGIN ON ALL SIDES. SIZES AND HANDBS PER ATTACHED LIST.
2. INK TYPE AND SERIES: ALL INKS SHALL BE TRANSPARENT PROCESSING INKS
FURNISHED FROM JM FORMULAS WITH 800 SERIES CLEAN COAT.
3. SIGN MATERIAL: .030" THICK FLAT BLUE 5052-H3M
4. SIGN SHAPE: SIGNS SHALL BE PRODUCE WITH JM SCOTCHPAID DIAMOND GRADE W/
REFLECTIVE SHEETING
5. TYPE/LETTERSPACING:
A. LETTERS SHALL BE COMBED SYSTEM AS TYPEFACE ON ALL STREET SIGN
B. STREETS AND MATERIALS
C. STREET NAME SIGN FONTS (LETTERS) SHALL NOT BE FORCED/COMPRESSED AT
ANY POINTS. SPACING AMONG LETTERS AND SIGNS - LOOK FULL OUT (NO
OVIATIONS)
6. USE LETTERSPACING ON 9" AND 18" BLADE SIGNS (NO OVIATIONS)
7. SIGN HEIGHT: FROM BOTTOM OF LOWEST PANEL TO THE GROUND - 8'
8. GRANITE COATING: 15SDA OR FCA (ZIMAR RECOMMENDS)
9. POWERS: TO BE COATED WITH ALL POWERED SIGNS. ALL POWDER COATED WITH SANTA

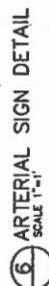
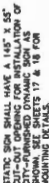
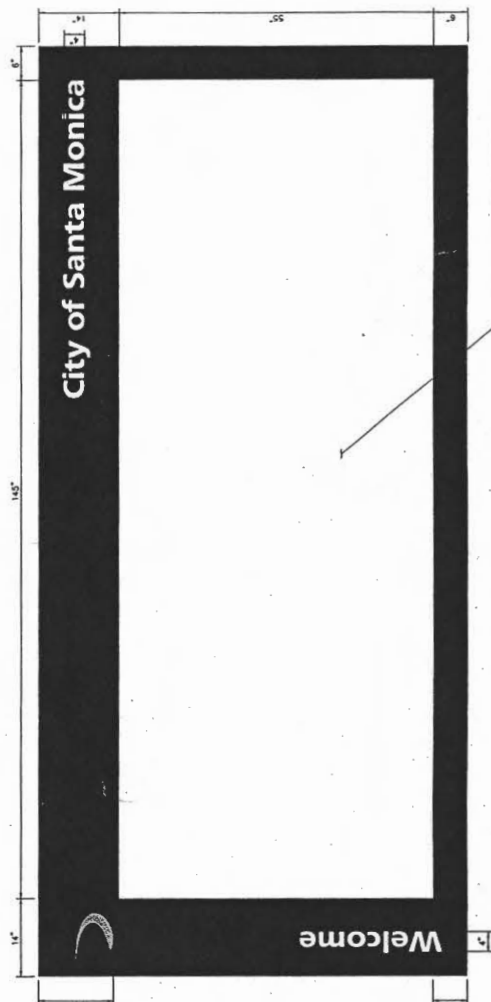
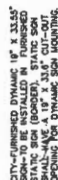
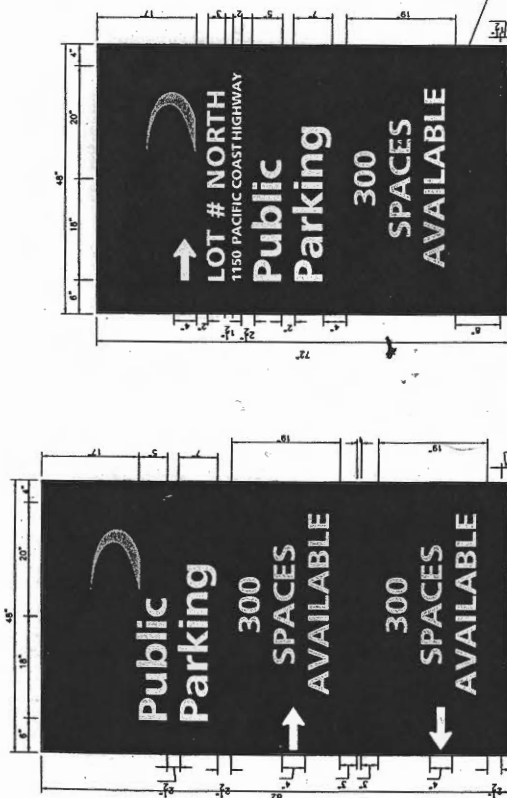
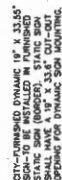
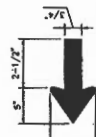


EXHIBIT NO. 3

Application Number

5-13-030

Typical Sign Detail

California Coastal Commission

GENERAL STRUCTURAL NOTES

CONSTRUCTION SPECIFICATION -
STATE OF CALIFORNIA DEPARTMENT OF TRANSPORTATION,
DIVISION OF HIGHWAYS, STANDARD SPECIFICATIONS FOR
CONCRETE AND STEEL BRIDGES, 1995 EDITION AND
PROJECT SPECIAL PROVISIONS.

DESIGN SPECIFICATIONS -
ASHTO STANDARD SPECIFICATIONS FOR STRUCTURAL
STEEL, 1989 EDITION, 1995 SUPPLEMENT, AND AASHTO
TRAFFIC SIGNALS, 5TH EDITION, 2000 (AASHTO 9108)

WIND VELOCITY 100 MPH (RECORDING INTERVAL 30 YEARS)
DUST FACTOR 1.3
FAIRWEATHER CATEGORY 1

ALL CONCRETE SHALL BE $f'_c = 3000$ PSI

STRESSES
FOUNDATION CONCRETE $f'_c = 3000$ PSI
ADJACENT STEEL SHALL CONFORM TO ASTM SPECIFICATION
A572 GR 50

ANTENNAE USE DIMENSIONS
38" x 100 DIMS SIGN
HEIGHT = 4'-10 3/4"
WIDTH = 12'-0"
HEIGHT = 720 LBS

STRUCTURAL STEEL PLATES SHALL CONFORM TO ASTM
SPECIFICATION A36 UNLESS NOTED OTHERWISE.

ALL TUBULAR STRUCTURAL FRAME PIPE SHALL BE WELDED OR
BOLTED TO THE SIGN SUPPORTS AND SHALL CONFORM TO ASTM
SPECIFICATION A500, GRADE B (42 KS MINIMUM)

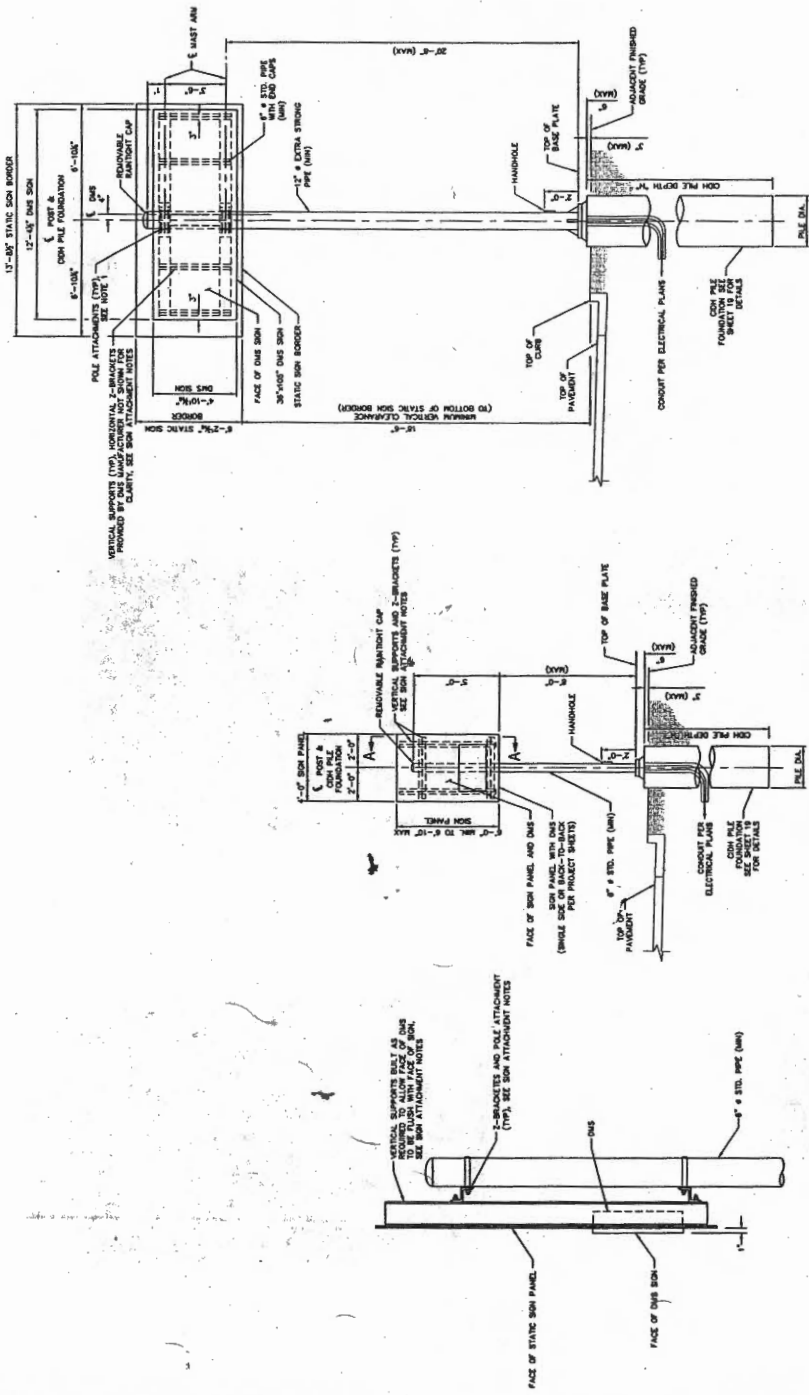
ALL BOLTS SHALL CONFORM TO ASTM SPECIFICATION A325. ALL
BOLTS NUTS AND WASHERS SHALL BE GALVANIZED IN ALL
OTHER STATES SHALL BE GALVANIZED AFTER FABRICATION IN
ACCORDANCE WITH ASTM 123.

ALL STRUCTURAL STEEL JOISTS SHALL BE FINISHED AND
PAINTED AS SPECIFIED IN THE PROJECT SPECIAL PROVISIONS.
DIMENSIONS SHALL NOT BE SCALED FROM DRAWINGS.

CONTRACTOR SHALL SUBMIT SHOP DRAWINGS AND DESIGN
CALCULATIONS FOR SIGN STRUCTURE INCLUDING ALL
CONNECTIONS AND DETAILS TO THE ENGINEER FOR REVIEW AND
APPROVAL. ALL SHOP DRAWINGS SHALL BE PREPARED AND
REGISTERED IN THE STATE OF CALIFORNIA, FOR REVIEW AND
APPROVAL BY THE ENGINEER. THE CONTRACTOR SHALL SUBMIT
DMS SIGN AND STATIC INFORMATION SET FORTH ON THIS SHEET
AND NOTIFY ENGINEER OF ANY DISCREPANCIES.

WIND UPLIFT AND DOWN DRAFTS SHALL BE ACCEPTABLE AS AN
AND CRITERIA SET FORTH ON THIS SHEET.

FOUNDATION DESIGN IS BASED ON ASHTO SIGN ARTICLE 13.8
WIND'S APPROPRIATE PROCEDURE FOR CONCRETE LESS
WIND UPLIFT AND DOWN DRAFTS SHALL BE ACCEPTABLE AS AN
OF SOLIDIFIED CONTRACTOR SHALL VERIFY SOIL CONDITIONS
AND NOTIFY ENGINEER OF ANY DISCREPANCIES.



SIGN STRUCTURE ELEVATION

PARKING GUIDANCE DMS SIGN STRUCTURE (VARIOUS LOCATIONS)

NOTES

1. SEE PROJECT SHEETS FOR SIGN STRUCTURE LOCATIONS AND SIGN
PANEL DETAILS.

2. SINGLE SIGN MOUNT SHOWN, DOUBLE SIGN MOUNT SHOWN
FOR DOUBLE SIGN MOUNT. SEE PROJECT SHEETS FOR SIGN
ATTACHMENTS FOR REVIEW AND APPROVAL BY THE ENGINEER.

SIGN ATTACHMENT NOTES:

1. CONTRACTOR SHALL SUBMIT SHOP DRAWINGS OF SIGN AND SIGN
PANEL SUPPORT AND SIGN ATTACHMENTS FOR REVIEW AND
APPROVAL BY THE ENGINEER.

2. APPROVAL BY THE ENGINEER SHALL BE BASED ON THE
SIMILAR MATERIAL AND FINISH TO STATE OF SIGN STRUCTURE AND
SIGN ATTACHMENTS. THE CONTRACTOR SHALL SUBMIT SHOP
DRAWINGS OF SIGN ATTACHMENTS FOR REVIEW AND APPROVAL BY THE
ENGINEER.

3. SIGN SHALL BE COORDINATED WITH THE REQUIREMENTS OF THE
DMS SIGN WIND ATTACHMENT.

ARTERIAL DMS SIGN STRUCTURE (VARIOUS LOCATIONS)

NOTES

1. SEE SHEET 6 FOR SIGN STRUCTURE LOCATION.

2. SEE SHEET 18 FOR STATIC SIGN BORDER DETAILS.

City of Santa Monica

EXHIBIT NO. 4

Application Number
5-13-030
Arterial Sign
Single Pole
California Coastal Commission

REAL TIME BEACH
PARKING SIGNS PROJECT
STRUCTURAL DETAIL SHEET

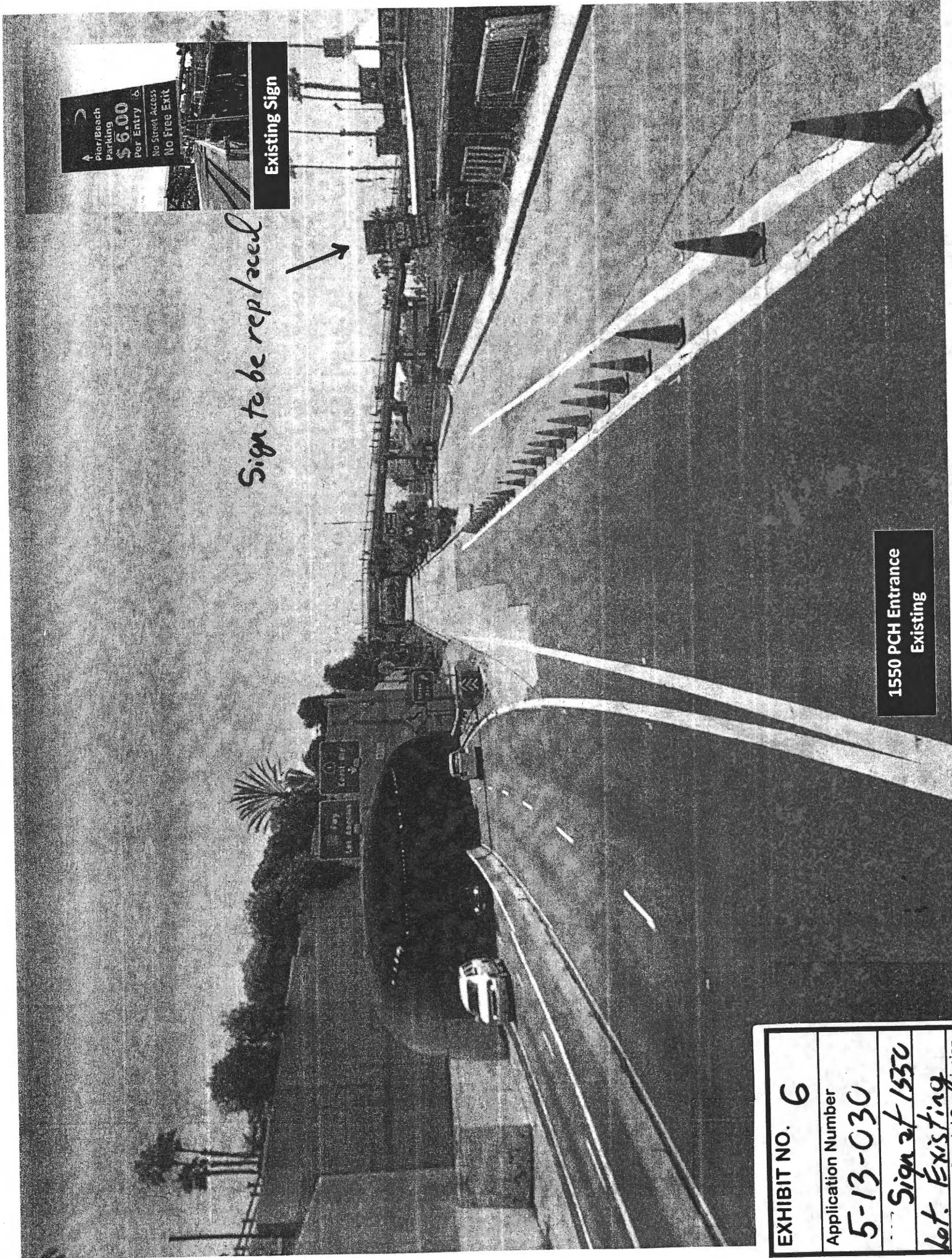
Approved in Concept
DATE: 12/21/73
BY: [Signature]

Kinney-Hon
and Associates, Inc.
6800 Overland Avenue,
Los Angeles, California 91303
Ph: (818) 277-2790
Fax: (818) 277-0885

12/24/73
[Signature]

6704

** Palisades Beach Road*



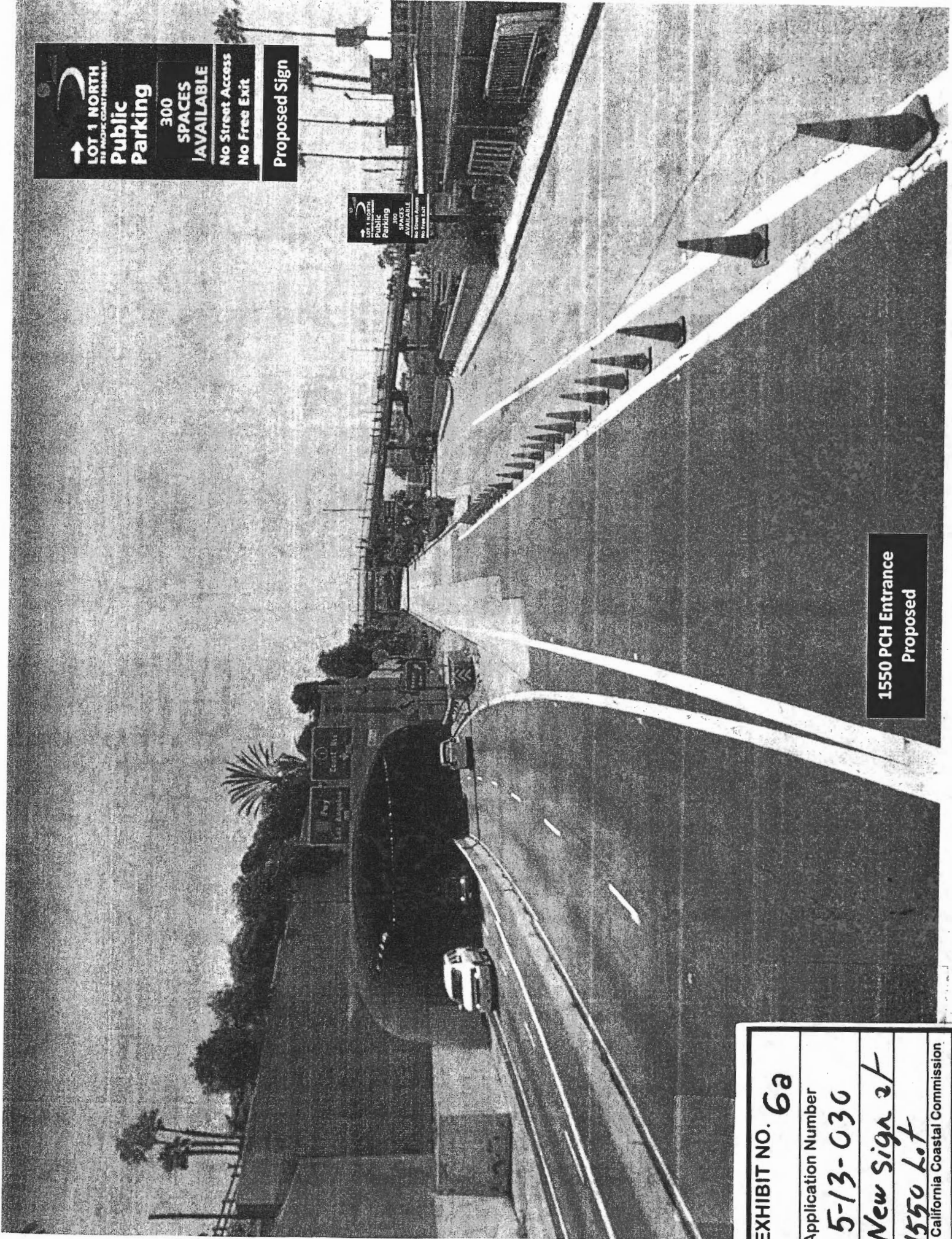
Sign to be replaced



Existing Sign

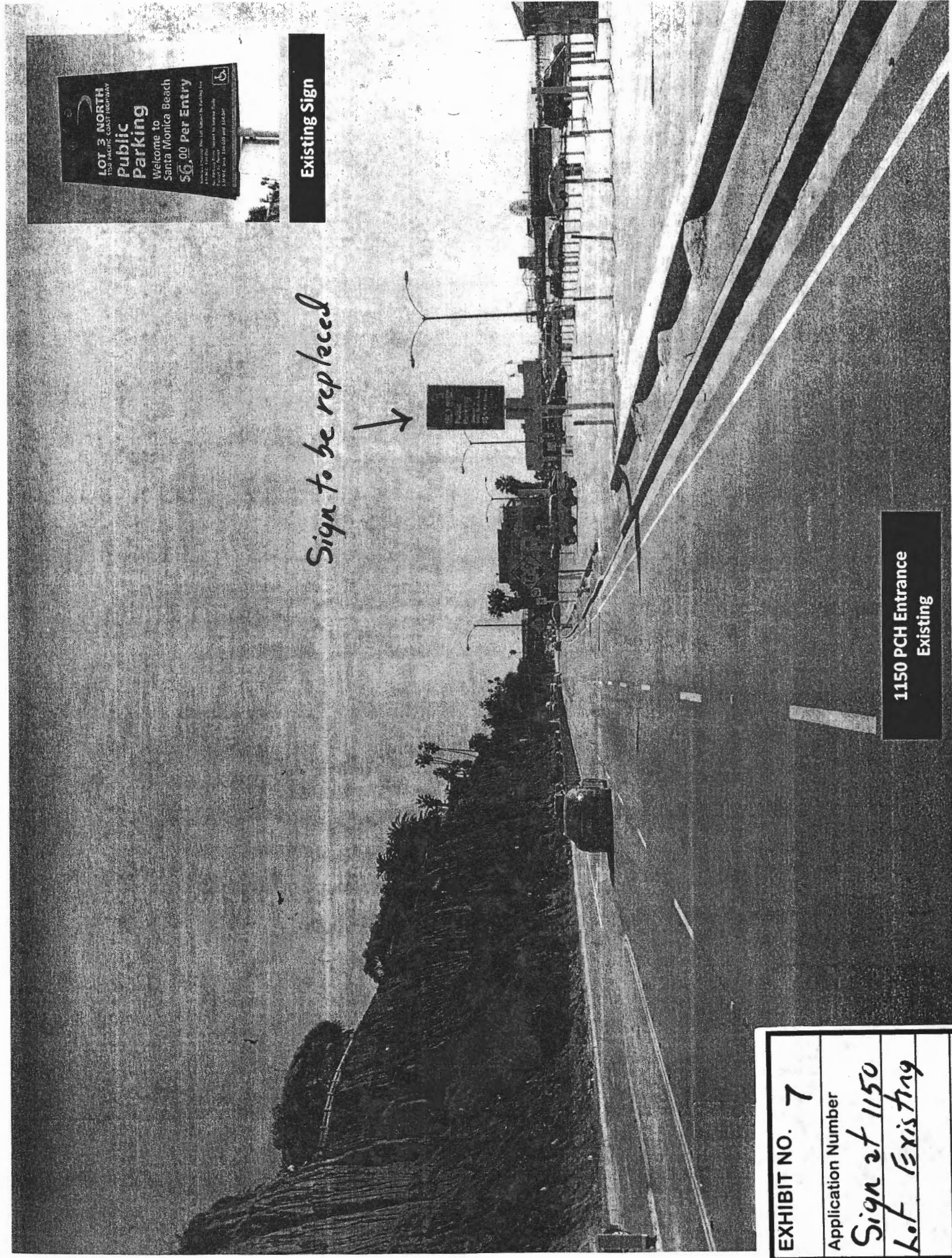
1550 PCH Entrance
Existing

EXHIBIT NO. 6
Application Number 5-13-030
Sign at 1550 Let. Existing
California Coastal Commission



1550 PCH Entrance
Proposed

EXHIBIT NO. 6a
Application Number 5-13-030
New Sign at 1550 L.O.T
California Coastal Commission



Existing Sign

Sign to be replaced

1150 PCH Entrance
Existing

EXHIBIT NO. 7
Application Number
<i>Sign at 1150</i>
<i>L.F. Existing</i>
California Coastal Commission

LOT 3 NORTH
1500 PACIFIC COAST HIGHWAY
Public
Parking
Welcome to
Santa Monica Beach
\$6.00 Per Entry
Non-refundable. Please do not obstruct the parking area.
A valid C.D. license is required to use the parking area.
A valid C.D. license is required to use the parking area.
A valid C.D. license is required to use the parking area.

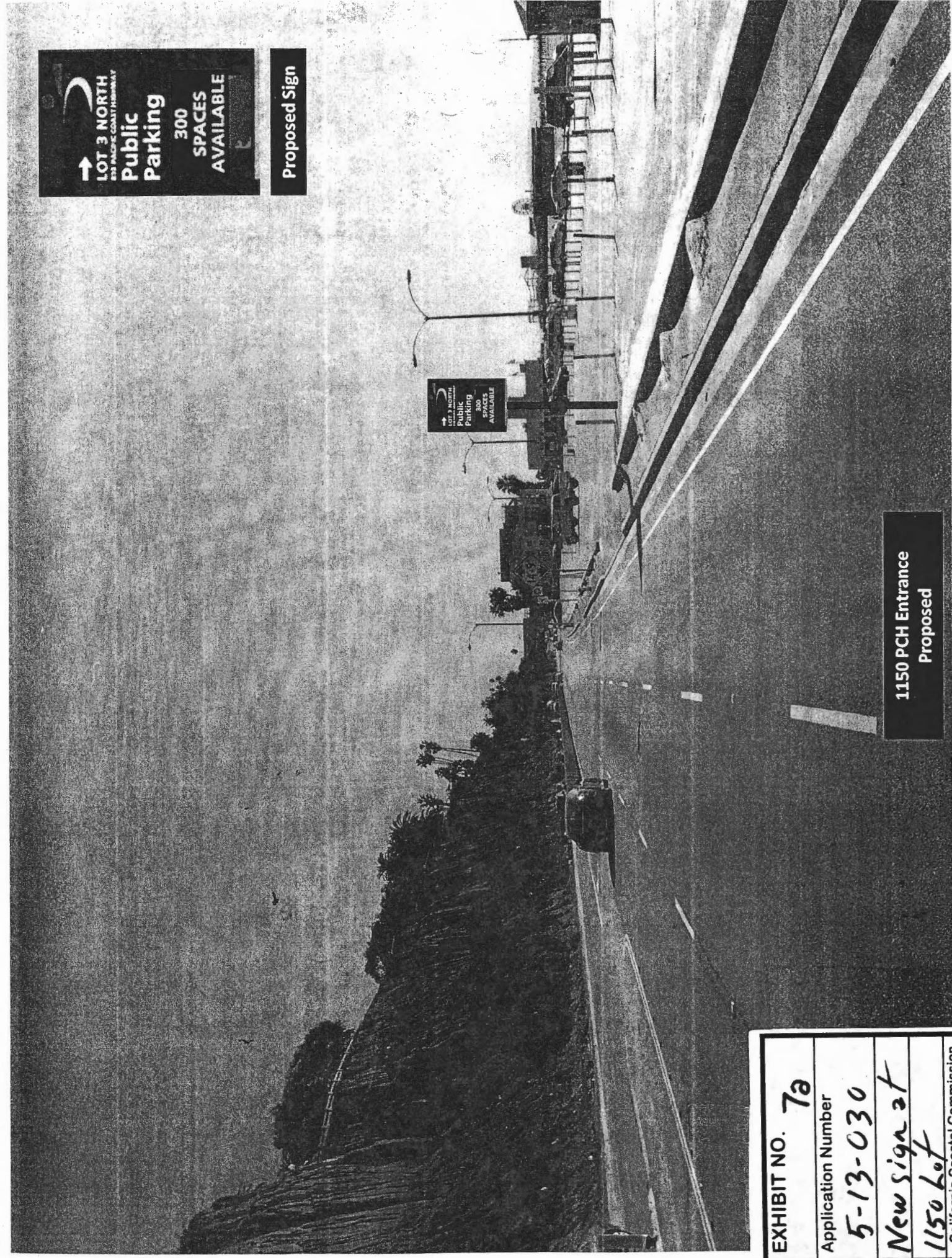


EXHIBIT NO.	7a
Application Number	5-13-030
New sign at	1150 Lot
California Coastal Commission	

1150 PCH Entrance
Proposed

LOT 3 NORTH
1150 PCH
Public
Parking
300
SPACES
AVAILABLE

LOT 3 NORTH
1150 PCH
Public
Parking
300
SPACES
AVAILABLE

Proposed Sign



New Sign

Sign to be removed

SB Ocean Ave at Hollister
Proposed

EXHIBIT NO. 8
Application Number 5-13-030
New static sign
California Coastal Commission

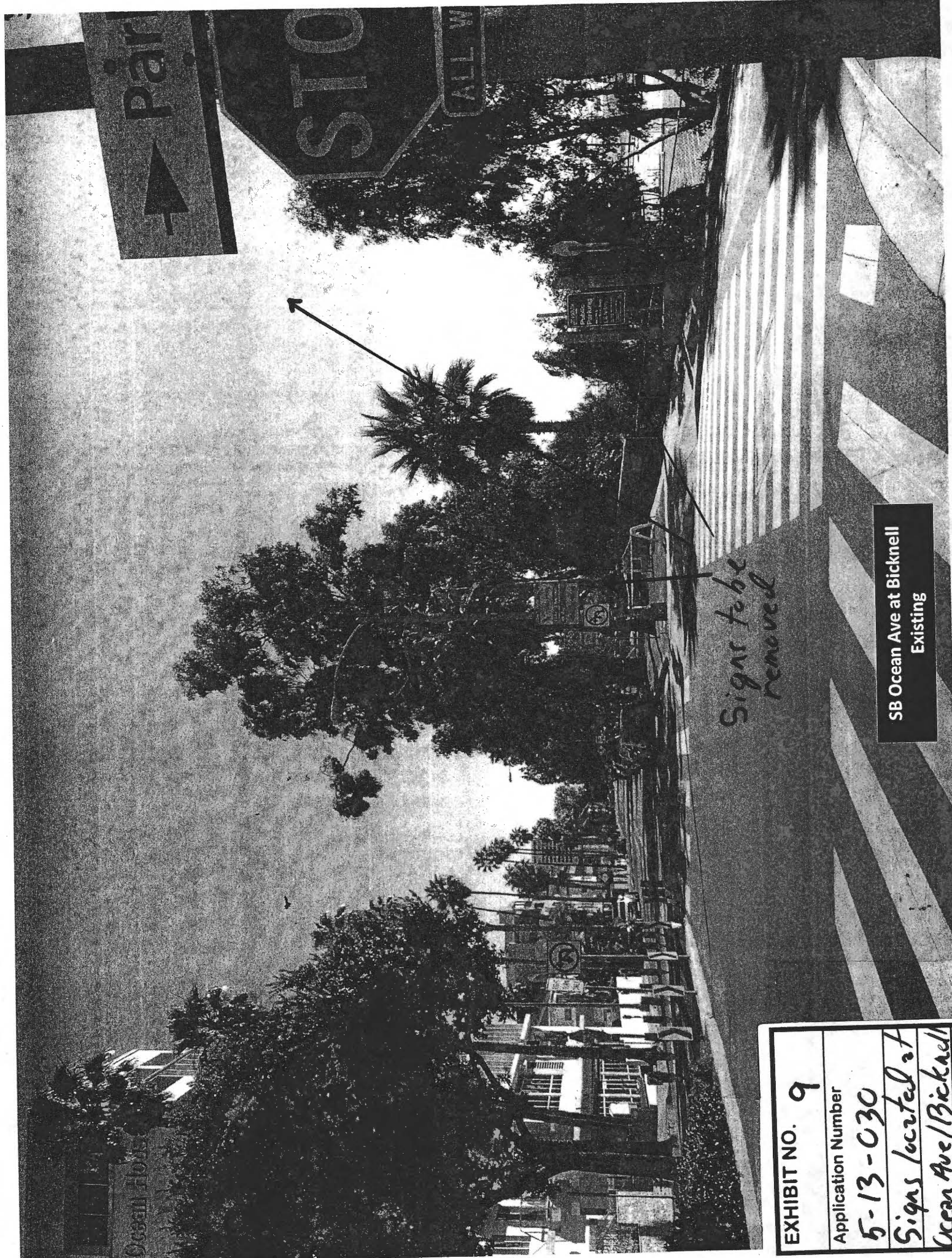


EXHIBIT NO.	9
Application Number	5-13-030
Signs located at Ocean Ave / Bicknell California Coastal Commission	

SB Ocean Ave at Bicknell
Existing

Signs to be
removed

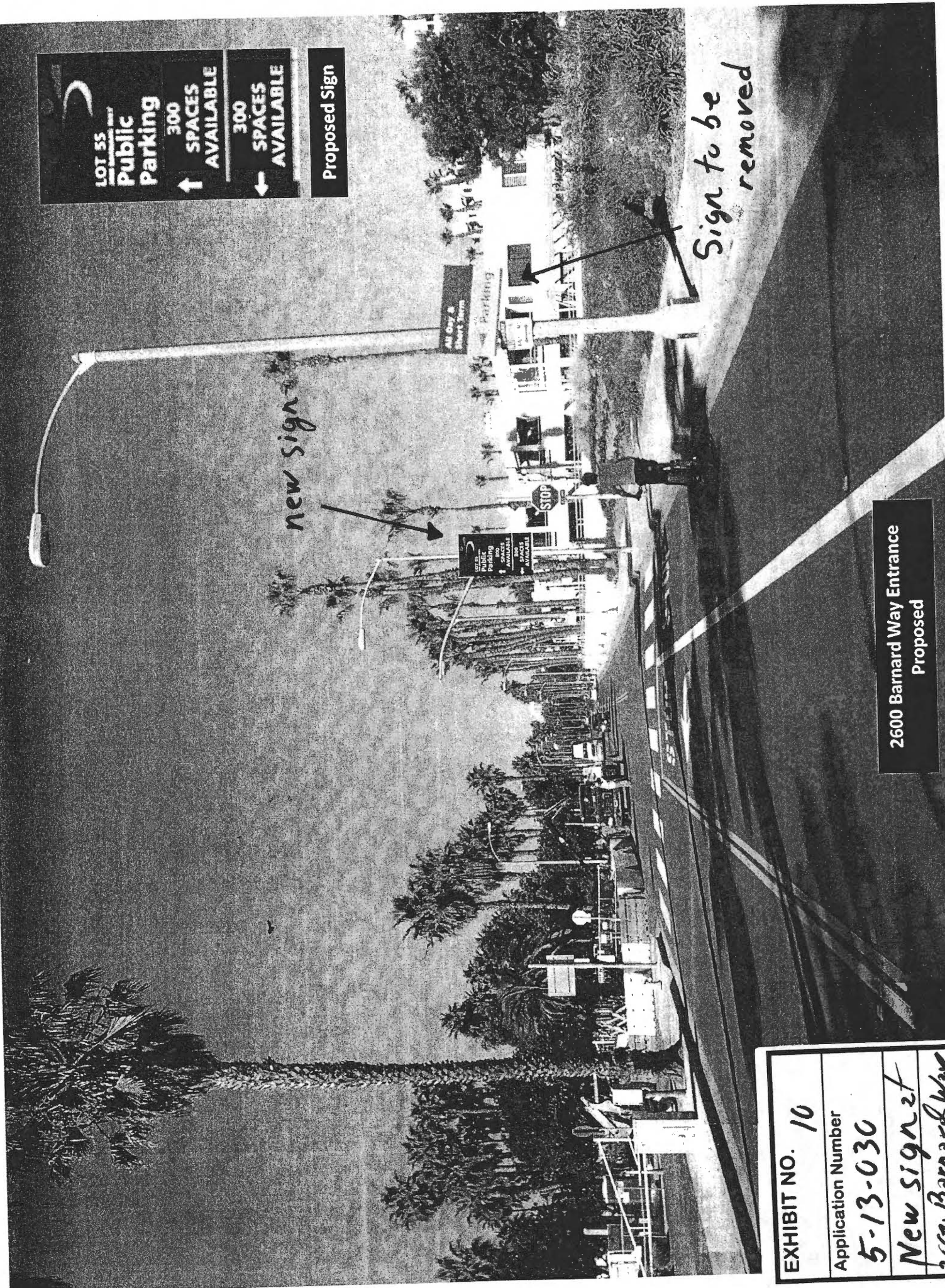


SB Ocean Ave at Bicknell
Proposed

EXHIBIT NO. 9a
Application Number 5-13-030
New Signed Ocean Ave/Bicknell
California Coastal Commission

EXHIBIT NO.	10
Application Number	5-13-030
	New sign at
	2600 Barnard Way
	California Coastal Commission

2600 Barnard Way Entrance
Proposed



LOT 55
Public Parking
300 SPACES AVAILABLE
300 SPACES AVAILABLE
Proposed Sign

new sign

Sign to be removed

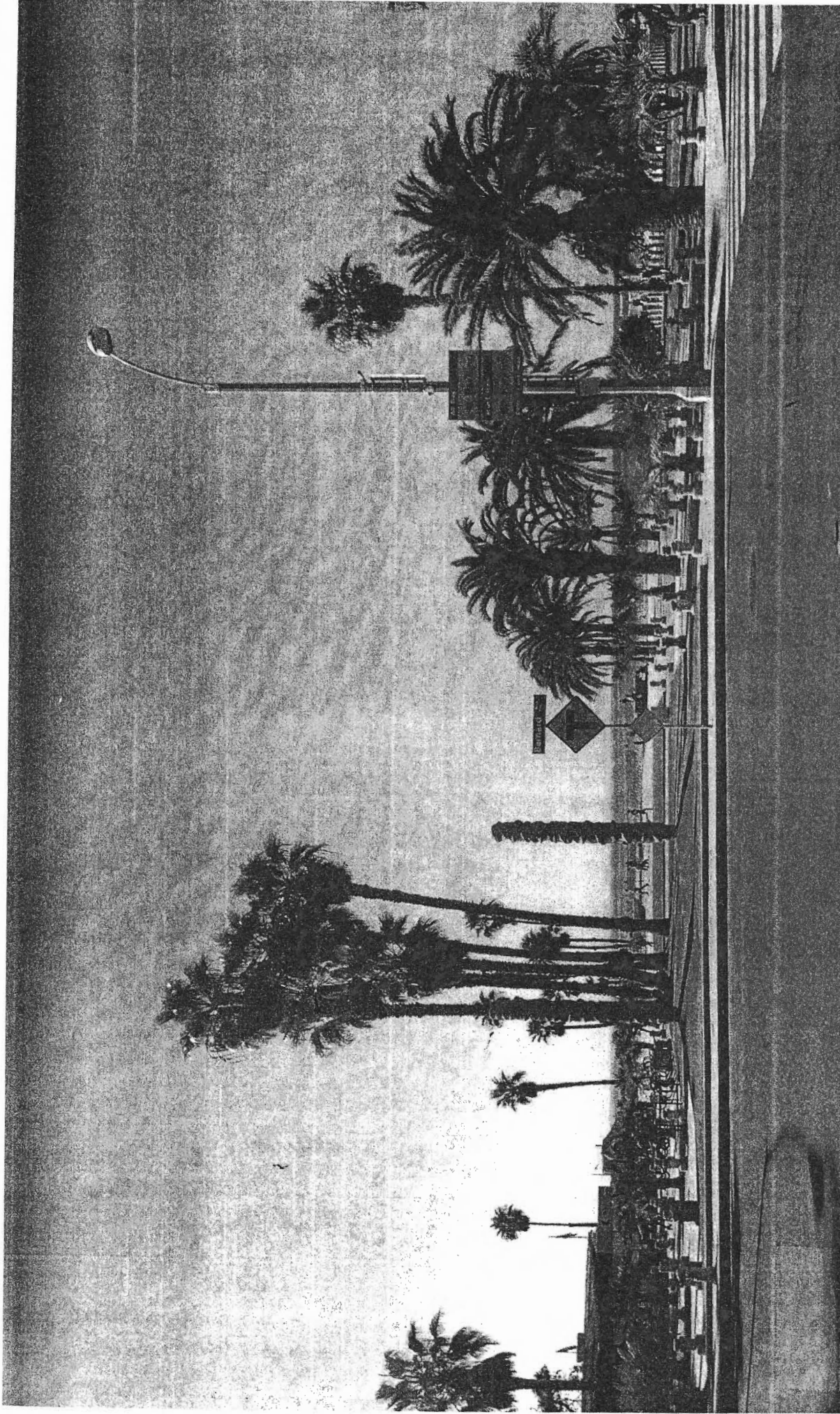


EXHIBIT NO. 11

Application Number

5-13-030

Ocean Park Blvd
at Barnard Way

California Coastal Commission

Ocean Park Blvd at Barnard Way
Existing



EXHIBIT NO. 11a

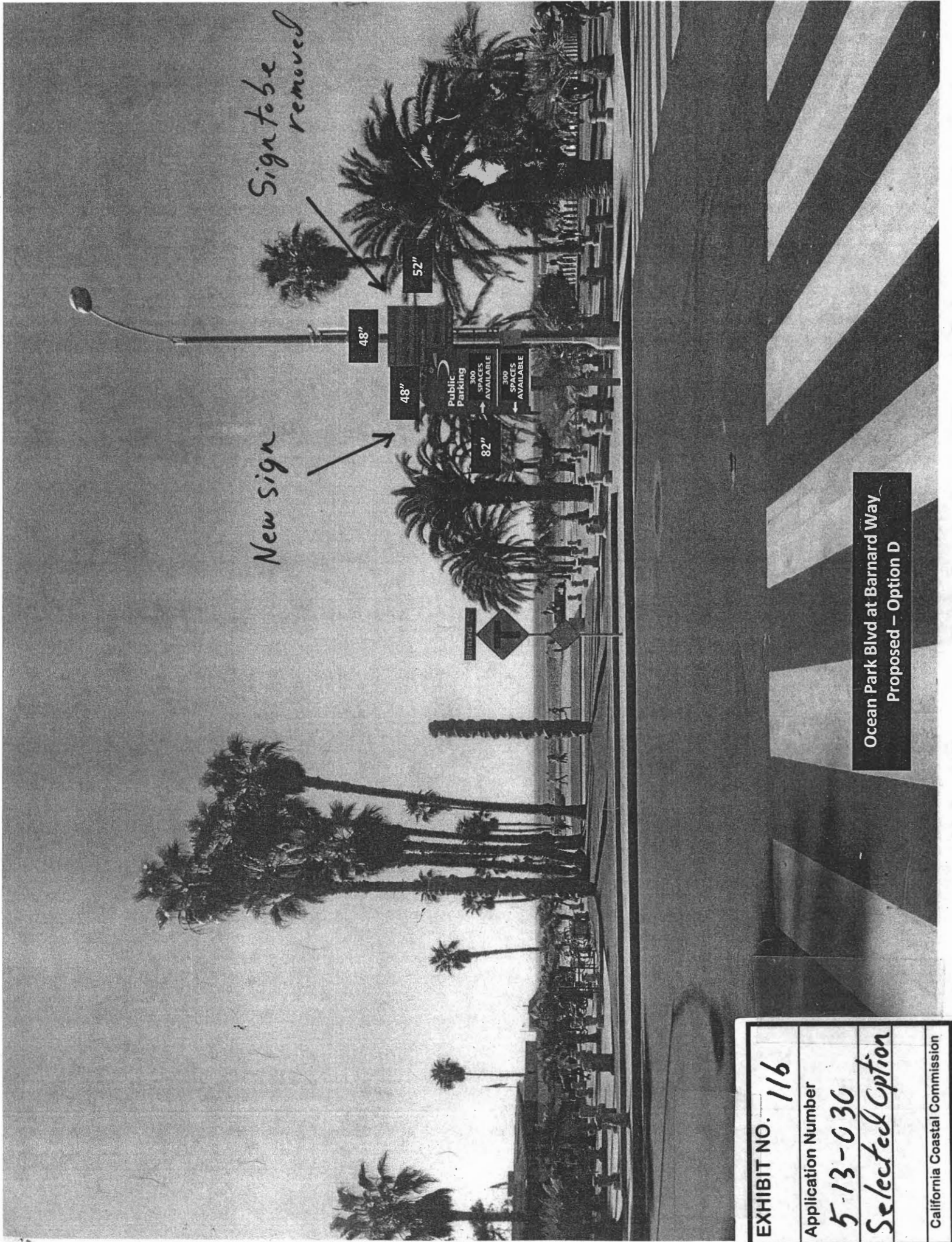
Application Number

5-13-030

Proposed Option

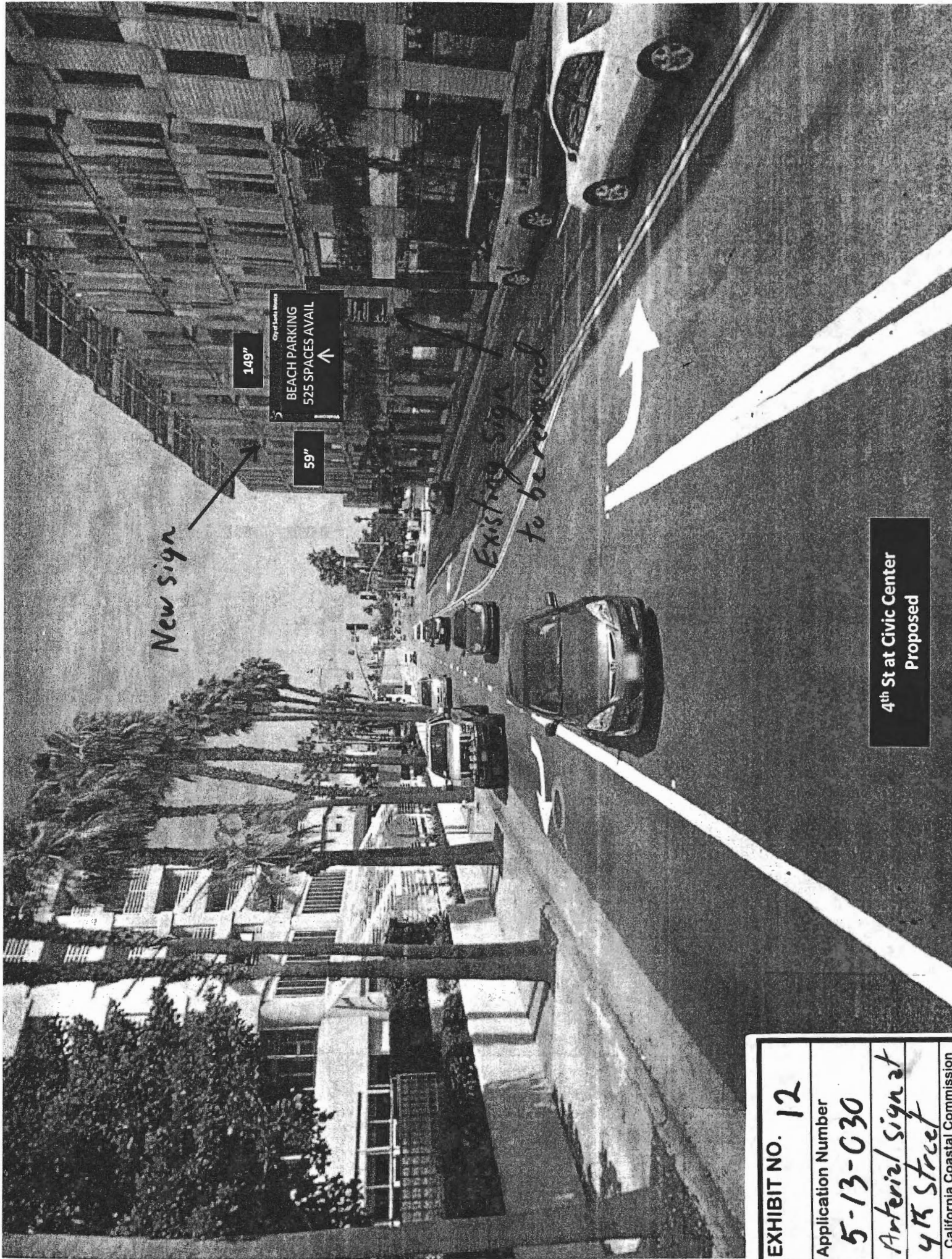
California Coastal Commission

Ocean Park Blvd at Barnard Way
Proposed



Ocean Park Blvd at Barnard Way
Proposed - Option D

EXHIBIT NO.	116
Application Number	5-13-030
	Selected Option
California Coastal Commission	



4th St at Civic Center
Proposed

EXHIBIT NO. 12

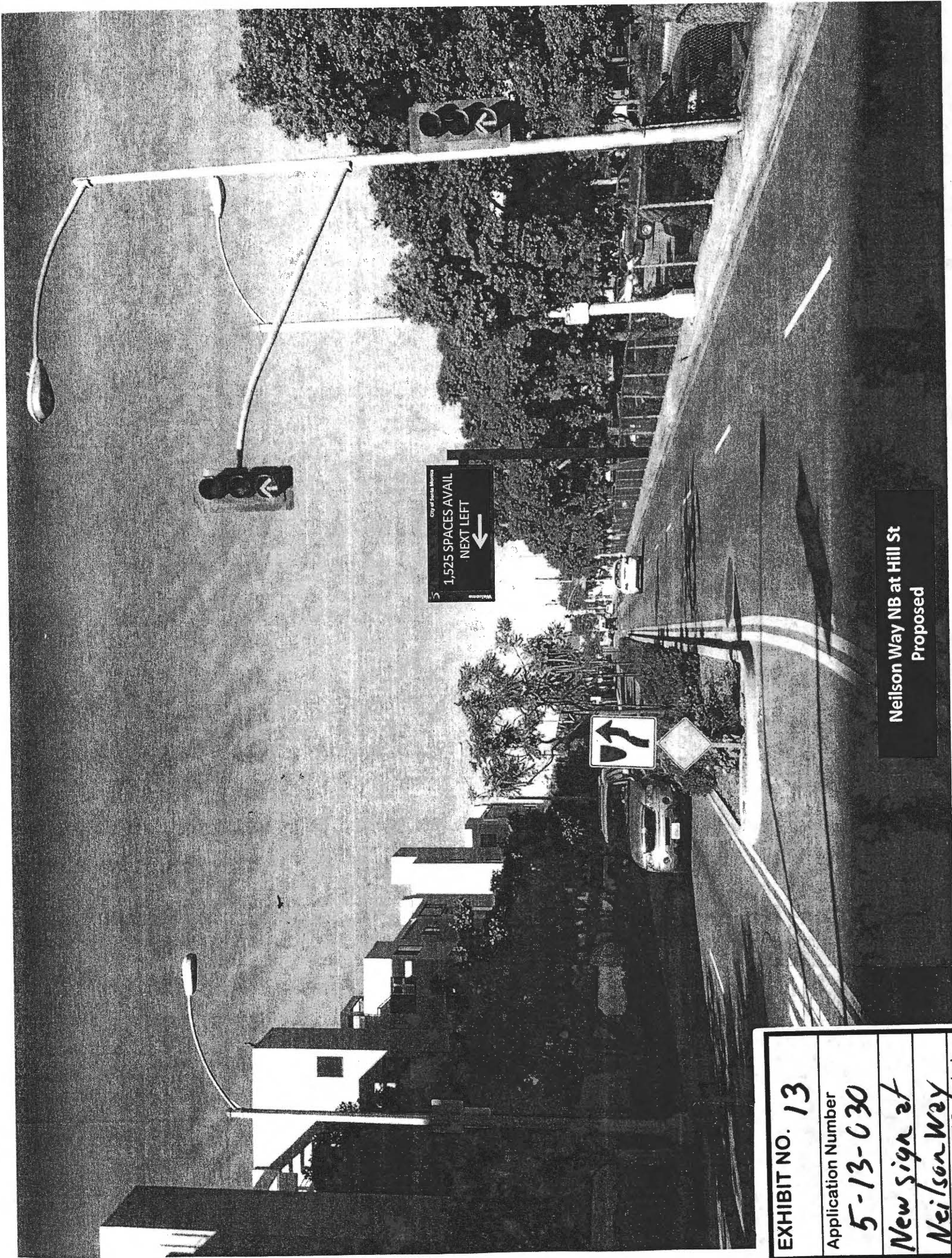
Application Number

5-13-030

Arterial sign at

4th Street

California Coastal Commission



Neilson Way NB at Hill St
Proposed

EXHIBIT NO. 13

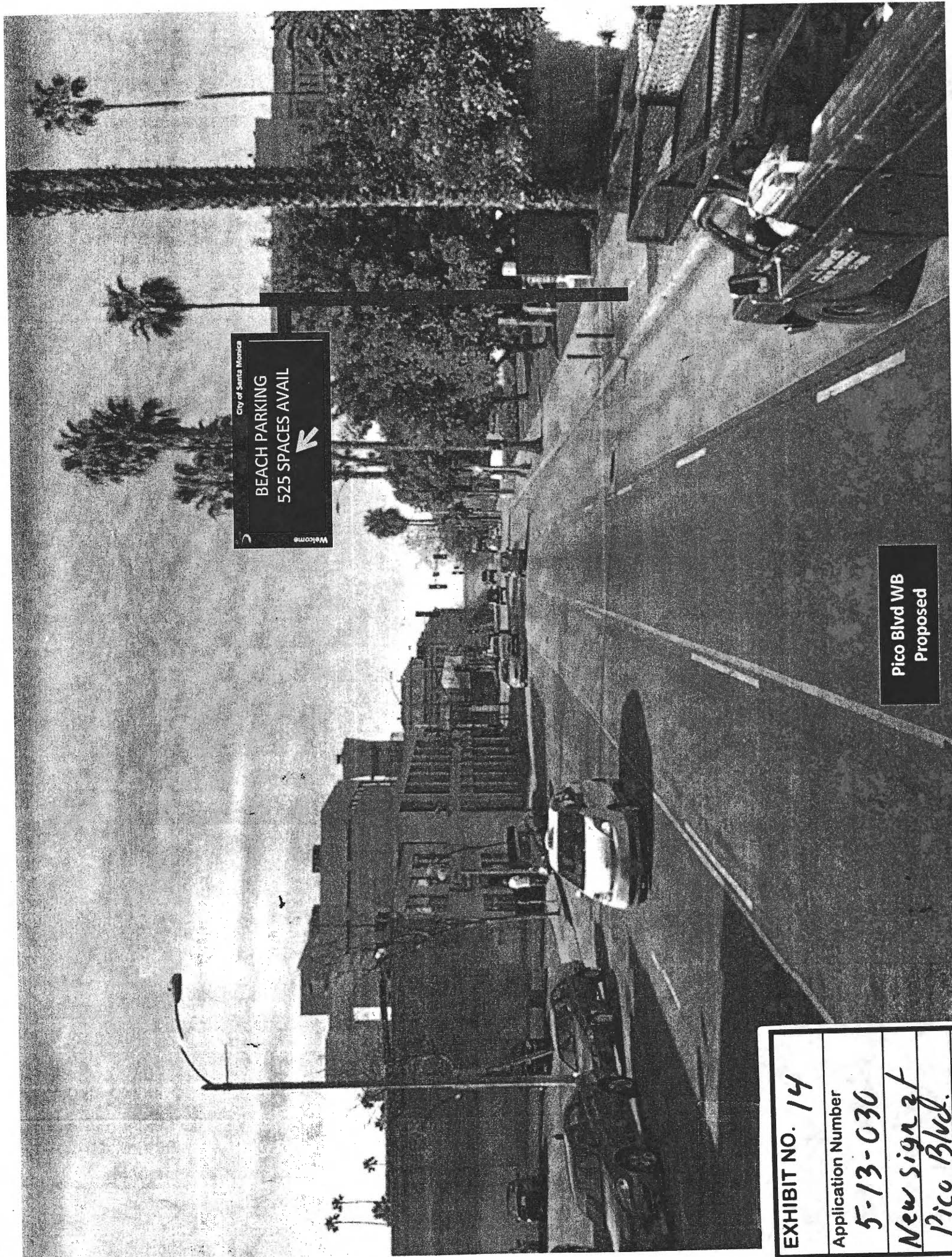
Application Number

5-13-030

New sign at

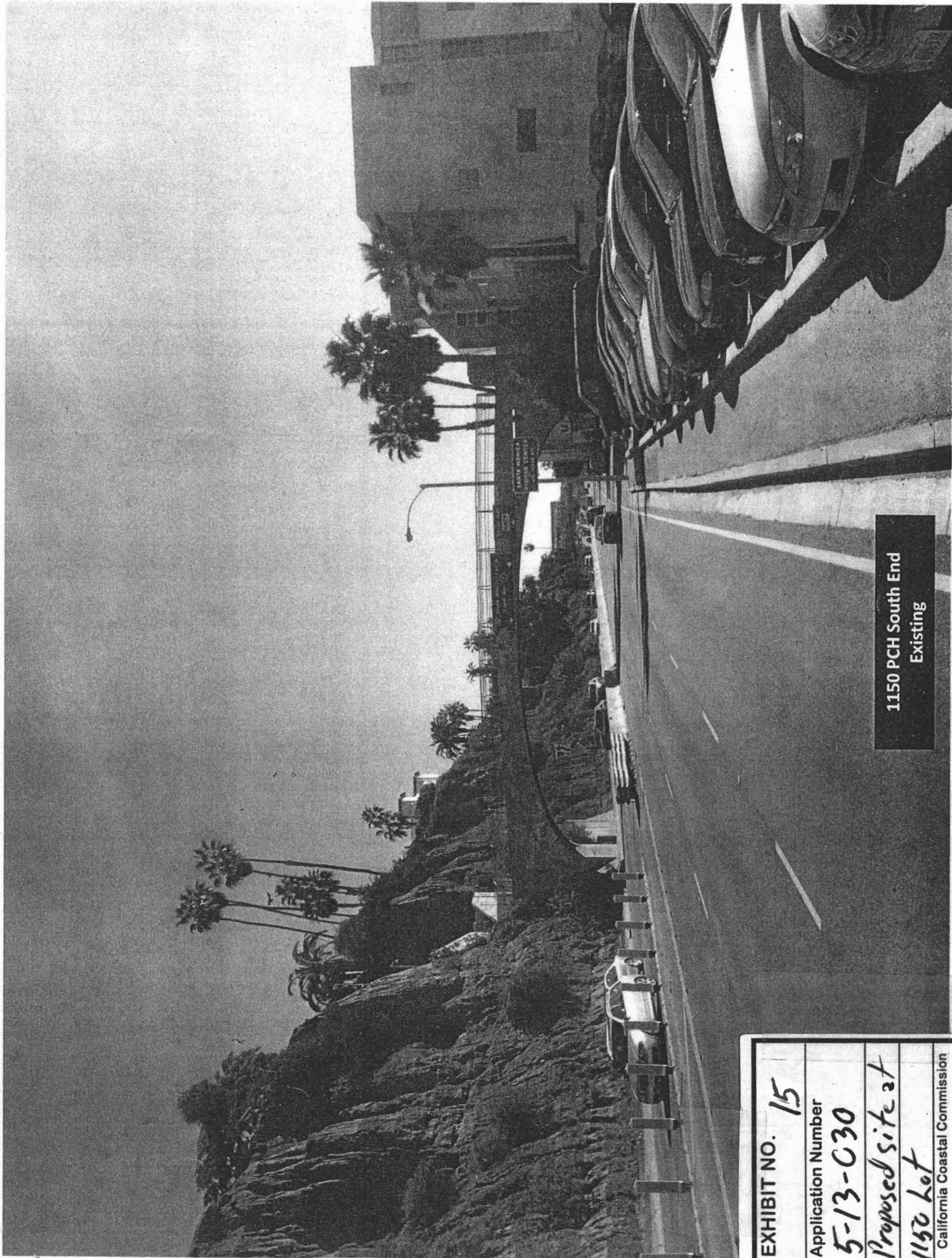
Neilson Way

California Coastal Commission



Pico Blvd WB
Proposed

EXHIBIT NO. 14
Application Number 5-13-030
New sign at Pico Blvd.
California Coastal Commission



1150 PCH South End
Existing

EXHIBIT NO.	15
Application Number	5-13-C30
Proposed site at	1150 Lot
California Coastal Commission	

*New arteriz /
sign*

EXHIBIT NO. *152*

Application Number

5-13-030

Proposed Arteriz /

Sign

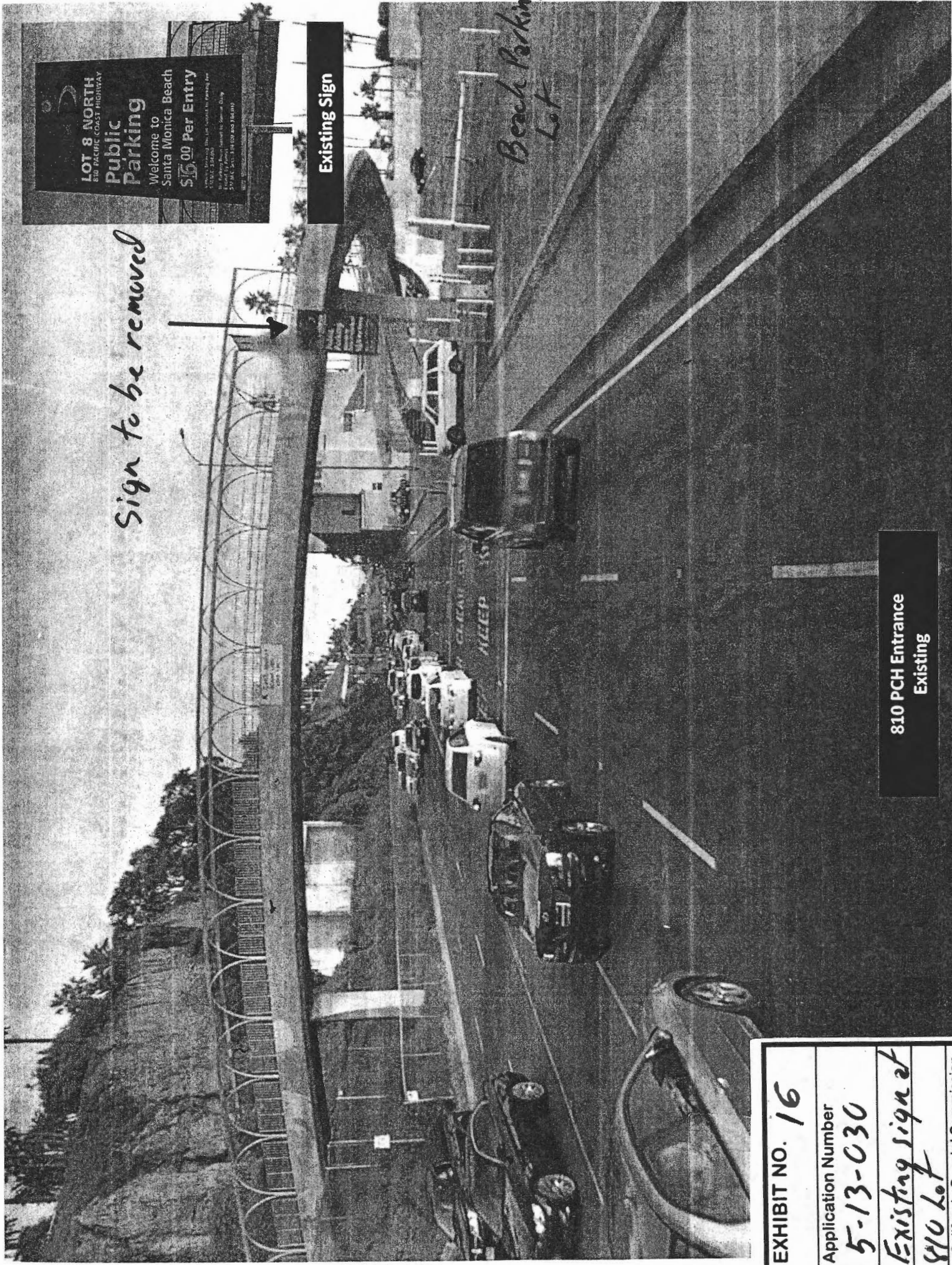
California Coastal Commission

1150 PCH South End
Proposed - Option B

129"

59"

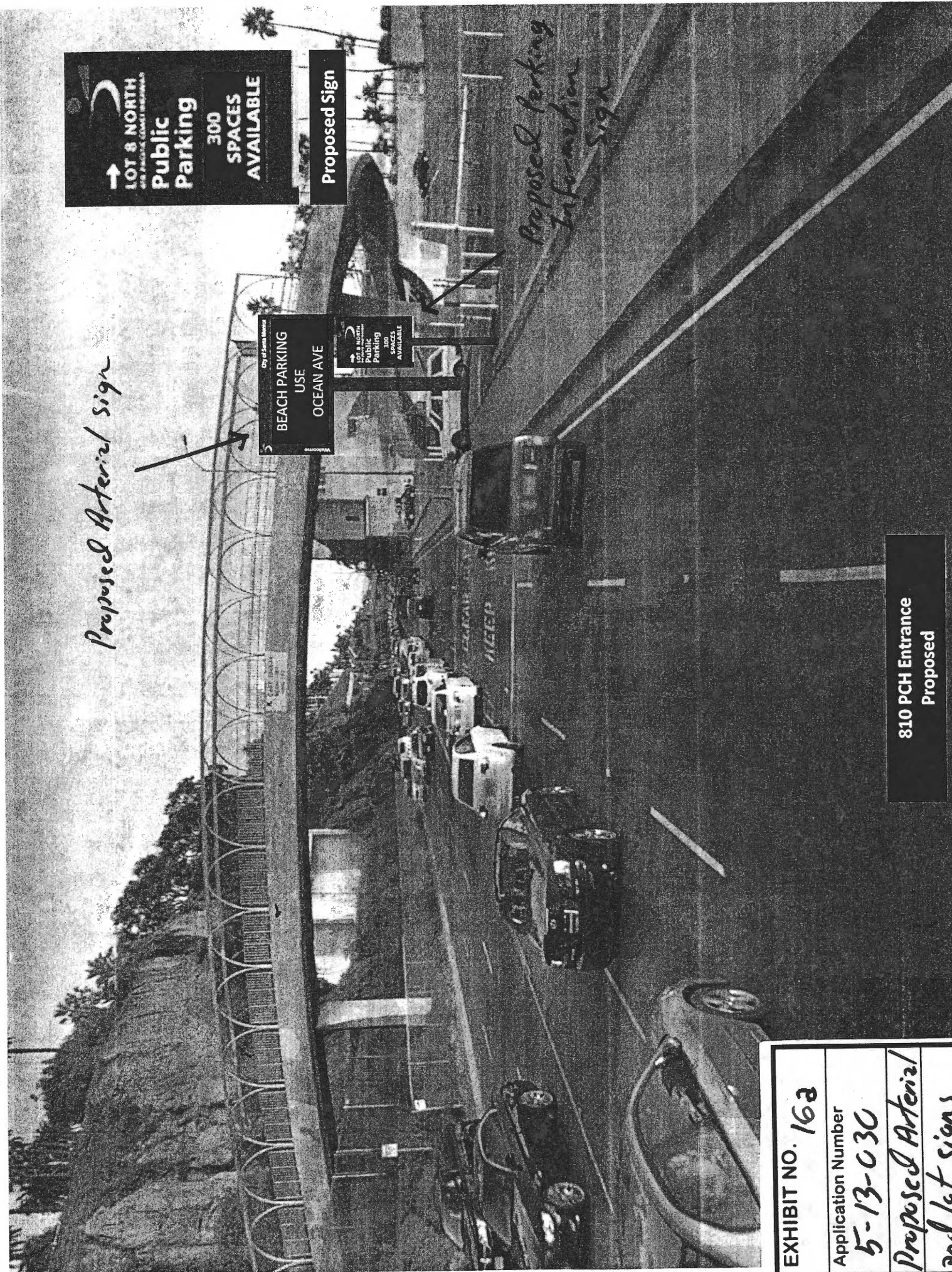
BEACH PKG
USE OCEAN AV.



Sign to be removed

Beach Parking Lot

EXHIBIT NO. 16
Application Number 5-13-030
Existing signal 810 Lot
California Coastal Commission



Proposed Arterial sign

Proposed parking Information Sign

810 PCH Entrance
Proposed

EXHIBIT NO. 16a
Application Number 5-13-030
Proposed Arterial and lot signs
California Coastal Commission