

CALIFORNIA COASTAL COMMISSION  
South Coast Area  
245 West Broadway, Ste 380  
Long Beach, CA 90802  
(310) 590-5071

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Staff: A. Padilla  
Staff Report: 4/12/96  
Hearing Date: July 9-12, 1996  
Commission Action:

STAFF REPORT: REGULAR CALENDAR

APPLICATION NO.: 5-95-144

APPLICANT: Los Angeles County Department of Beaches and Harbors and State  
of California Department of Parks and Recreation

PROJECT LOCATION: Will Rogers State Beach, Venice City Beach, Dockweiler State  
Beach, Redondo State Beach, Torrance Beach, Royal Palms County Beach, and  
Cabrillo State Beach.

PROJECT DESCRIPTION: Installation of 16 pre-fabricated shelters  
("Sunshelters") with benches, and 16 informational kiosks along the beach  
area. The structures will either be installed on new cement pads or on  
existing pads. The structures will contain panels for advertising and public  
service messages. At least one panel on each sunshelter and three sided kiosk  
and at least two panels on each four sided kiosk will be reserved for public  
service messages.

Building coverage:	Shelter- 112 sq. ft. Kiosk- 9 sq. ft.
Pavement coverage:	approximately 160 sq. ft for shelter.
Ht abv fin grade:	Shelter- 10 ft. Kiosk- 8 ft.

LOCAL APPROVALS RECEIVED: State Parks and Recreation approval, County Approval  
in Concept, City of Los Angeles approval.

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SUMMARY OF STAFF RECOMMENDATION:

This is a partial after-the-fact application for the installation of  
sunshelters on City, County and State beaches in the Los Angeles County area.  
Seventeen sunshelters have been put in place; of these, the County proposes to  
keep ten in place, relocate six, and remove one. None of the kiosks have been  
installed. The proposed development, with the relocation and of the  
sunshelters is consistent with the visual and public access sections of the  
Coastal Act. Staff recommends that the Commission approve the project with a  
special condition requiring timely implementation of the proposal to relocate  
six sunshelters and remove one.

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STAFF NOTE: At the May 1996 hearing, the Commission asked staff to provide  
more information about the statutory condition governing the grant of 8

beaches from the State of California to the County of Los Angeles with respect to the proposed project's consistency or inconsistency with the statutory limitation on placing "commercial development" on beaches. Public Resources Code section 5002.6, applicable to the grant of eight specified beaches to County from the State, sets forth the following in subsection (e)(1)(A): "No new or expanded commercial development shall be allowed on the granted real property."

Persons and entities interested in this application appear to disagree on whether this proposed development is "commercial development" as used in the statute. To date, staff has received written comments from the applicant asserting that the proposed project is not inconsistent with the legislation. So that the Commission may review all written comments received by the South Coast District office all correspondence regarding this project have been included as Exhibit No. 4, 8, 9, 10, 11, 12 and 13. If any additional information becomes available prior to the Commission hearing, staff will provide that information to the Commission.

STAFF RECOMMENDATION:

The staff recommends that the Commission adopt the following resolution:

I. Approval with Conditions.

The Commission hereby grants, subject to the conditions below, a permit for the proposed development on the grounds that the development, as conditioned, will be in conformity with the provisions of Chapter 3 of the California Coastal Act of 1976, will not prejudice the ability of the local governments having jurisdiction over the area to prepare a Local Coastal Program conforming to the provisions of Chapter 3 of the Coastal Act, is located between the sea and first public road nearest the shoreline and is in conformance with the public access and public recreation policies of Chapter 3 of the Coastal Act, and will not have any significant adverse impacts on the environment within the meaning of the California Environmental Quality Act.

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 this permit is reported to the Commission. 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. Compliance. All development must occur in strict compliance with the proposal as set forth in the application for permit, subject to any special conditions set forth below. Any deviation from the approved plans must be reviewed and approved by the staff and may require Commission approval.
4. Interpretation. Any questions of intent or interpretation of any condition will be resolved by the Executive Director or the Commission.

5. Inspections. The Commission staff shall be allowed to inspect the site and the project during its development, subject to 24-hour advance notice.
6. 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.
7. 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. Removal of Structures

The applicant agrees that, within 90 days of the issuance of the coastal development permit, that:

- 1) the two sunshelters and one cement pad at Cabrillo State Beach will be relocated from their current location, as shown on Exhibit 2(a), to new locations adjacent to the existing community center building within Cabrillo State Beach, as shown in Exhibit 2(a);
- 2) the sunshelter and cement pad, located just off of Paseo del Mar, at White Point in San Pedro, as shown on Exhibit 2(b), shall be removed;
- 3) the sunshelter located at the southern terminus of the bicycle path, 389 Paseo de la Playa, in the City of Torrance, as shown in Exhibit 2.e., shall be removed and relocated within one of the existing alcoves located in the Redondo Beach area as shown in Exhibit 2(e);
- 4) the sunshelter at 8900 Vista Del Mar, Dockweiler State Beach, as shown in Exhibit 2.g., shall be removed and relocated near the Grand Avenue public parking lot, as shown in Exhibit 2(h);
- 5) the sunshelter at 200 Ocean Front Walk, Venice Beach, shall be relocated to the landward side of the bicycle path as shown in Exhibit 2(i);
- 6) the sunshelter and cement pad at 14800 Pacific Coast Highway, along Will Rogers State Beach, as shown in Exhibit 2(l), shall be removed from the site.

The applicant further agrees that any debris associated with the construction or demolition of the sunshelters and kiosks shall be removed from the sites. At the end of 90 days from the date of issuance of the permit, the applicant shall notify the Executive Director of completion of the work.

#### 2. Future Change

The applicant agrees that any changes to the design or project description of any sunshelter or kiosk will require an amendment from the California Coastal Commission. Such changes include, but are not limited to, a change in the number of display panels or changes that reduce the number of display panels

devoted to public service information on any sunshelter or kiosk.

#### IV. Findings and Declarations.

The Commission hereby finds and declares as follows:

##### A. Project Description and Background

The County of Los Angeles proposes to install 16 shelters (Sunshelters) with a bench in each one and 16 informational kiosks along the beach areas from San Pedro in the south to Will Rogers State Beach in the north. Specifically, the applicant is proposing the following:

	<u>Kiosk Installation</u>	<u>Existing Shelter to be Installed</u>	<u>Existing Shelter to be Removal</u>	<u>Relocated Shelter to be Installed</u>
Cabrillo	1	2		2
White's Point			1	
Royal Palms	1			
Torrance	1			1
Redondo Beach	1	5		
Dockweiler	3	4		1
Venice	3	2		1
Will Rogers	6	3		1

The applicant has installed 17 sunshelters, prior to obtaining a coastal permit, and is proposing to remove one and relocate six of the sunshelters.

All but three of the sunshelters will be located on pre-existing cement pads that are either bicycle path turnouts or part of existing pedestrian walkways. The three structures not located on existing pads (one at Cabrillo Beach, one at White's Point, and one at Will Rogers State Beach) require the construction (pouring) of new slabs. The kiosks will be located on existing paved areas. None of the Sunshelters or kiosks are proposed to be located on sandy beach.

The sunshelters will be painted pre-fabricated metal structures consisting of four corner support posts, one side and one rear display panel, and tile roof (see Exhibit 5). The sunshelters will be painted beige, consistent with other County owned and operated beach facilities. The structures will measure approximately 16 feet long by 7 feet wide and 9 feet high. The side and rear display panels are two-sided measuring approximately 4 feet by 6 feet. The side panel will be used for advertising and the rear will be used for public service messages on one side and advertising on the other. The side panels are currently being used for advertising. The rear panels, however, do not

currently have any advertising or public service messages. The County intends to use the rear panel once a decision is made as to the content of the public service messages. The County has not had the time or resources to allocate to this task.

The proposed kiosks are public directories. The kiosks will be either three-sided or four sided. Each side will measure approximately 4.5 feet across and will be approximately 6 feet in height (see Exhibit 6). According to the applicant the three sided kiosk will have one public service panel. The four sided kiosk will have two panels reserved for public service messages. The two remaining panels will be used for advertising.

The sunshelters and kiosks will be constructed and maintained by an independent sponsor (contractor). However, the sunshelters and kiosks will be owned by the County of Los Angeles. According to the applicant, once any structure is placed on a County beach the structure becomes the property of the County. As such, the County maintains control over the type of advertising and the amount of public service panels. The County has indicated that the public service messages will provide information relating to coastal resources and recreation, such as, information on nearby facilities, local recreation programs, safety issues and educational information regarding coastal resources. The County will provide the sponsor with the information to be used in the public service panels. The applicant further states that 30% of all revenue generated by advertising that is sold on the panels the first year and graduating to a maximum of 50% by the seventh year, will go to the Department of Beaches and Harbors. This revenue will help support the Department of Beaches and Harbors in providing a safe and clean beach.

The proposed structures will be located within the Cities of Los Angeles, Torrance and Redondo Beach. The City of Los Angeles sites will include Cabrillo State Beach, White's Point and Royal Palms County Beach, all within the San Pedro area; Dockweiler State Beach in the Playa del Rey/El Segundo area; Venice Beach; and Will Rogers State Beach in the Pacific Palisades area. For specific locations see Exhibit 2.

The 16 shelters and 16 kiosks proposed under this permit are located within the coastal planning jurisdiction of the South Coast District Office. The County is also proposing to place shelters and kiosks within the jurisdiction of the South Central District Office (Ventura). The coastal permit request for those structures is being simultaneously handled along with this permit request by the Ventura office.

This coastal permit request was before the Commission in May 1996. The Commission, however, postponed the hearing to the next local hearing.

#### B. State and Local Approvals

The proposed structures will be located on State, County, and City of Los Angeles owned beaches/property. The County has received approval from both the State and City of Los Angeles.

For those structures located on State owned beaches/property (Redondo Beach, Dockweiler, Will Rogers), the County has received approval from the District Superintendent for the Department of Parks and Recreation (See approval letter, Exhibit 8).

The applicant has also received approval from the City of Los Angeles for all structures to be located on City-owned beaches/property within the City of Los Angeles (See approval letter, Exhibit 9). The proposed sites located on City of Los Angeles property include Cabrillo beach and Venice Beach.

The County, pursuant to Section 30601.5 of the Coastal Act, invited the State Parks and the City of Los Angeles, as underlying property owners, to be co-applicants. In a letter dated August 18, 1995, State Parks accepted the County's offer to be co-applicant. The City of Los Angeles declined the offer.

The remaining sites, which include White's Point, Royal Palms, and Torrance Beach are County owned beaches and do not require local government approval.

#### C. Public Comment

The South Coast District office has received 10 letters from residents opposing the proposed sunshelters and kiosks. The letters are from residents of Redondo Beach, Torrance and Pacific Palisades. The residents state that the structures will attract graffiti and socially undesirable elements of the community. They also state that the beaches should be clear of man-made clutter (see Exhibit 11 for an example of the letters)

The South Coast District office has also received a fax from Mr. Frank P. Angel (see Exhibit 12). Mr. Angel opposes the proposed project on the grounds that Public Resources Code Section 5002.6 prohibits new or expanded "commercial development" on County owned beaches that were transferred to the County from the State. With regards to this issue California Department of Parks and Recreation does not consider the placement of the proposed sunshelters and kiosks as "commerical development". State Parks and Recreation has submitted a letter stating their support of the project (see Exhibit 8) and have also agreed to the County's offer to be co-applicants on the coastal permit application.

#### D. Visual Resources

##### Section.30251

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. New development in highly scenic areas such as those designated in the California Coastline Preservation and Recreation Plan prepared by the Department of Parks and Recreation and by local government shall be subordinate to the character of its setting.

In the Los Angeles County area the coastline is a visual resource of great variety. Available views include wide flat sandy beaches, rocky beaches, coastal bluffs, the Santa Monica Mountains, and the ocean and its horizon.

In some areas between the first public road and the sea, the scenic viewsheds (i.e., the views from the first public road out to the ocean) are

unobstructed. In other areas there is intense development between the first public road and the sea. Views to and along the ocean in these areas are generally intermittent as viewed from the first public road or landward of the road. Besides the views offered from the first public road coastal views are also available from public vistas, such as bluff tops, recreational areas, such as parks and bike paths, and from the sandy beach itself.

Under Coastal Act Section 30251 new development should be visually compatible with its setting and should be sited to protect coastal views. The visual impact of development on coastal views can be minimized by design or by siting restrictions. Clustering structures near other existing natural and manmade features such as tree masses, hills, bluffs and existing buildings, can minimize the visual impacts.

In order to determine if the proposed structures are consistent with the visual resource protection policies of the Coastal Act the Commission must find that the structures, individually and cumulatively, do not interfere with coastal views to and along the coastline and will not detract from the existing views by visually cluttering the beach.

The applicant proposes to install 16 sunshelters and 16 kiosks from the San Pedro area to Will Rogers State beach in the Pacific Palisades area of the City of Los Angeles. The sunshelters and kiosks, in general, will be placed on paved areas or on non-sandy beach areas adjacent to the bicycle path and public parking lots.

#### Structures That Will Remain in Existing Locations

Ten of the 16 sunshelters are located immediately adjacent to existing development. The sixteen kiosks are proposed to be sited immediately adjacent to existing development. Because the sunshelters and kiosks are smaller in scale than the existing development in which they will be located adjacent to these structures will not obstruct coastal views. The structures are also spread out over long stretches of beach where they will not visually clutter the beach area. Furthermore, the design and color will be consistent with existing development making the structures visually compatible with surrounding development.

There are currently 3 sunshelters with 2 additional sunshelters being proposed to be relocated in the Redondo Beach area (see Exhibit 2.d and 2e.). Each of these shelters will be located in existing alcoves that have been notched into the small landscaped bluff. The alcoves are located landward and adjacent to the bicycle path. The kiosks will be located adjacent to restrooms and concession buildings that are along the bicycle path. Coastal views along this area are from the bicycle path and beach seaward and up and down the beach. There is also a pedestrian walkway atop the landscaped bluff along some stretches of this beach. Since these shelters are located up against the bluff, landward side of the bicycle path and below the pedestrian walkway atop the bluff, these sunshelters will not adversely impact views from the bicycle path, beach or pedestrian walkway. Furthermore, the design and color of the shelters is consistent with existing development, such as the restrooms and concession stands, located along the beach.

Along Will Rogers State Beach the 3 of the 4 sunshelters and all 6 kiosks (see Exhibit 2.1.) will be located seaward and adjacent to public parking lots but on the landward side of the bicycle path. Views from this beach area are

generally from the beach and bicycle path. These views are either out to the ocean or up and down the beach. Landward of the bicycle path there are generally no coastal views since the area is developed with paved parking lots and contains other development such as, restrooms, concession stands or other beach related development.

The sunshelters and kiosks are smaller in scale than the existing development and will not be obtrusive. The structures are also visually compatible with the design and color of the existing development. Because the proposed structures will be located adjacent to existing development and are not located within any public view corridors these existing sunshelters and the proposed kiosks will not have any significant visual impacts.

In the Venice Beach area the applicant is proposing 2 sunshelters and 3 kiosks. Venice beach is highly developed with public parking lots, landscaped areas with shade shelters, bicycle path, and restrooms. The bicycle path runs close to the parking lots and the visitor-serving commercial area along the pedestrian promenade. Because of development on the inland side of the bicycle path available views are generally seaward of the bicycle path and parking lots. One of the sunshelters is located immediately landward and adjacent to a public parking lot next to the Venice Fishing Pier. Views in this area are seaward of the parking lot and up and down the beach. The kiosks will be located in heavily developed areas and adjacent to existing development that will minimize the visual impact of the structures. The design and color of the sunshelters and kiosks are visually compatible with existing development. As proposed, these sunshelters and kiosks will not adversely impact coastal views.

At Dockweiler Beach 2 sunshelters and all 3 kiosks are sited next to existing parking lots or existing structures that are along the bicycle path. Coastal Views in this beach area are from along the bicycle path or from the first public road, Vista del Mar. Views from the bicycle path are out to the ocean or up and down the beach. Since the sunshelters are located inland of the bicycle path views will not be adversely impacted. Although coastal views are also available from along Vista del Mar the beach is 30 to 50 feet below the road, therefore, views of the beach and ocean are not significantly impacted since the sunshelters and kiosks are below the angle of viewing. Furthermore, as designed, the sunshelters and kiosks will be visually compatible with existing development.

#### Sunshelters to be Removed or Relocated

Seven of the currently existing sunshelters have significant impacts on the viewsheds within the beach areas where they are currently sited. These structures will be visually obtrusive and will not be visually compatible with their surroundings.

Three of these sunshelters are located within the San Pedro area of the City of Los Angeles. The other four are located at: 1) 389 Paseo de la Playa, in the City of Torrance, 2) 8900 Vista del Mar, in Dockweiler State Beach in the El Segundo area of the City of Los Angeles, 3) Venice Beach, north of Rose Avenue, in the City of Los Angeles, 4) and 14800 Pacific Coast Highway, Will Rogers State Beach, in the Pacific Palisades area of the City of Los Angeles.

Of the three located in the San Pedro area two are located within Cabrillo Beach Park. The third is located atop the bluffs at White's Point, adjacent

to Paseo del Mar. Cabrillo Beach Park is a popular beach park which provides sandy beaches, grassy and tree covered picnic areas, a museum, a community center and recreational boat launch. One of the attractions of the park are the many coastal views offered throughout the park. Views from Cabrillo Beach park include the Los Angeles harbor, breakwater, open water, and the San Pedro bluffs. The sunshelters located within the park will obstruct these views.

One of the sunshelters is located along the entrance road, which separates the beach side picnic area from the interior picnic area (see Exhibit 2.a). Some of the views from the interior picnic area out to the ocean will be obstructed by the sunshelter. Although parked cars along the entrance road partially obstruct views from this area of the park, the sunshelter, which extends to approximately 9 feet and has solid side panels, will extend above the heights of the parked cars and further degrade the existing views. The sunshelter is not located adjacent to any existing structures and is not visually compatible with the surrounding views. The placement of a structure within this valuable viewshed will adversely impact the coastal views available from the picnic area.

The second sunshelter at Cabrillo State Beach is located in the southern section of the park, also within a grassy landscaped area. The sunshelter is adjacent to an access road leading to the fishing pier and parking lot. A pedestrian walkway paralleling the road, along the harbor side, offers the public views of the harbor to the east and to the open ocean to the west. The sunshelter is generally out in the open and is not clustered with any existing structure that would help eliminate or reduce the visual impact. As located the sunshelter interferes with the views from the pedestrian walkway out to the open ocean.

The County proposes to relocate these two Cabrillo Beach sunshelters so that they will be immediately adjacent to the existing community center located within the park. One sunshelter will be located on the eastern side of the center and the other will be located along the southern side. Because of the bulk of the center, views out to the harbor and open ocean are already obstructed by the center, therefore, the placement of these structures directly adjacent to the center will not individually or cumulatively detract from the views from the park. Furthermore, the design and color of the sunshelters will be consistent with the existing community center that will allow the sunshelters to blend with the existing development.

The third structure proposed in San Pedro is located atop the coastal bluffs, above White Point (1801 Paseo del Mar). The structure is situated within a dirt area adjacent to the bluff top road, Paseo del Mar (see Exhibit 2.b.). Paseo del Mar is the first public road next to the ocean and parallels the coast for approximately 3 miles. This stretch of bluff along Paseo del Mar is undeveloped and offers views of the ocean, Catalina island, and coastal bluffs. The placement of a sunshelter within this undeveloped area will degrade the coastal views currently offered along this stretch. There are currently no structures in the area that the sunshelter can be located adjacent to help minimize the visual impact. Because of the visual impact, the applicant has proposed to remove the sunshelter from this location.

The Commission recently approved a coastal blufftop park, with public parking, atop this coastal bluff, in the area of the currently existing sunshelter. The park will enhance public access along the bluff and provide additional public viewing areas. Because the sunshelter is currently located in the area

to be developed as a public park and parking lot, the sunshelter will need to be relocated. However, until the park and its associated structures, such as restroom, entranceway with parking attendant kiosk, and landscaping are developed an appropriate site for the sunshelter can not be determined. Once the park is developed it is possible that the Commission might find that a sunshelter could be sited in a location that would not significantly impact the coastal views. Once the park has been development, the applicant intends to apply to the Commission for the installation of a sunshelter in this area.

Further north in the City of Torrance the applicant has installed one sunshelter at 389 Paseo de la Playa (see Exhibit 2.e.). The sunshelter is located in a relatively open area near the southern terminus and on the seaward side of the bicycle/pedestrian path. In this area the Torrance and Palos Verdes bluffs, which rise to over 100 feet, and wide undeveloped beach are visible from the bicycle/pedestrian path and from the beach. As located the sunshelter interferes with views of the bluffs from the bicycle path and along portions of the beach. To protect the visual quality of the area the applicant is proposing to remove this sunshelter from this location and relocate it further up the coast in one of the existing alcoves within the Redondo Beach area. As with the other similarly located sunshelters in Redondo Beach the impact will be insignificant.

At Dockweiler State Beach in the El Segundo area of the City of Los Angeles, the applicant has installed four sunshelters and three kiosks along this stretch of beach (see Exhibit 2.f. and 2.g.). Dockweiler State Beach is a long stretch of beach, extending from Marina del Rey to the north to Manhattan Beach to the south. The beach is approximately 4 miles long. The beach is a wide flat sandy beach with a few public parking lots dispersed throughout the 4 miles of beach. One of the sunshelters located along this stretch of beach will be located in an area where the bicycle path veers away from existing development. In this location the sunshelter is highly visible and interferes with the views of the wide open beach. The applicant, however, has agreed to relocate the sunshelter to the south near Grand Avenue. The sunshelter will be sited adjacent to a large perimeter wall of the Scattergood Generating Plant property. As relocated, the sunshelter will be adjacent to other development and will not obstruct any views from the beach or bicycle path. In the Venice area the applicant has installed two sunshelters and three kiosks. One of the sunshelters, located just north of Rose Ave (see Exhibit 2.i.), is located seaward of an existing parking lot and bicycle path. This sunshelter is located on an existing cement bicycle path turnout. Views along this stretch of beach are from the beach and bicycle path. The views are seaward to the ocean and up and down the beach. As situated the structure interferes with the views from the bicycle path of the beach and distant Santa Monica Mountains. Because of the visual impact the applicant is proposing to relocate the structure to the landward side of the bicycle path where it would be immediately adjacent to the existing restroom. In this location the the visual impact from the bicycle path will be minimized and the coastal views will be preserved.

At Will Rogers State Beach the applicant has installed four sunshelters and six kiosks. One of the sunshelters is located on a narrow undeveloped shoulder of Pacific Coast Highway, at 14800 Pacific Coast Highway (see Exhibit 2.l.). The only development on this approximately quarter mile stretch is a county lifeguard tower. A narrow sandy beach is below the dirt shoulder. Because of extensive development between the first public road and the sea, within the coastal areas within the City of Los Angeles, large stretches of

unobstructed views of the beach from the highway are rare. This particular stretch is one of the rare unobstructed ocean view areas. The placement of a structure in this area will degrade the ocean views. Because of this impact the applicant is proposing to remove the sunshelter and cement pad from this location. The sunshelter will be relocated in Redondo Beach, in one of the existing alcoves. As relocated the sunshelter will not impact any coastal views.

In conclusion, the proposed sunshelters and kiosks, as conditioned by this permit, will not individually or cumulatively adversely impact the visual resources offered from or along the coast. The 16 sunshelters and 16 kiosks, proposed under this permit are spread out over 12 miles of beach in Los Angeles, and as such, do not significantly contribute to cluttering the beach area with visual obstructions on any of the beaches involved in this permit. In addition to being clustered adjacent to other existing structures on the beach, the structures are spaced far enough apart from each other over the length of beaches in Los Angeles that they do not detract from the visual quality of these areas. Furthermore, the County has indicated that they will not add any additional sunshelters or kiosks on these beaches. All structures will be sited to protect views to and along the ocean and other scenic areas and will be visually compatible with the character of the surrounding area. Therefore, the Commission finds that as conditioned the project is consistent with Section 30251 of the Coastal Act.

#### E. Public Access and Recreation

This project involves the installation of sunshelters and kiosks on property immediately along the beach at several County and State operated public beaches. As such, the development of this project must be reviewed for compliance with the Coastal Act Sections which address public access and recreation to ensure that the development of this project will not inhibit the use of these public beaches. The applicable Coastal Act sections are as follows:

##### Section 30210:

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:

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.

##### Section 30213:

Lower cost visitor and recreational facilities shall be protected, encouraged, and, where feasible, provided. Developments providing public recreational opportunities are preferred.

**Section 30221:**

Oceanfront land suitable for recreational use shall be protected for recreational use and development unless present and foreseeable future demand for public or commercial recreational activities that could be accommodated on the property is already adequately provided for in the area.

**Section 30223**

Upland areas necessary to support coastal recreational uses shall be reserved for such uses, where feasible.

**Section 30252:**

The location and amount of new development should maintain and enhance public access to the coast ...

Two of the sunshelters that have been installed by the applicant will adversely impact public access to or along the beach. One of the sunshelters is located within Cabrillo Beach Park. This structure is the one located adjacent to the entrance road. It is currently situated on the existing public sidewalk that is used by pedestrians entering the park. As situated the sunshelter blocks a portion of the walkway and may interfere with handicap access along the walkway.

The other sunshelter is the one located along Will Rogers State Beach, on the dirt shoulder of Pacific Coast Highway. This shoulder area is used by the public for beach access parking and as a scenic view stop. This parking area is one of the few undeveloped areas the public can pull off of the highway to park for beach access or scenic viewing. The placement of the sunshelter eliminates one to two space from this area.

The applicant, however, has agreed to relocate the Cabrillo sunshelter from the sidewalk to an area that will not obstruct pedestrian access along the walkway. The sunshelter located at Will Rogers State Beach will be removed, thus, eliminating any potential impact to public parking in the area.

The remaining sunshelters and kiosks will not adversely impact public access. The structures will not interfere with the bicycle/pedestrian path or require the elimination of parking spaces within the public parking lots. The Commission, therefore, finds that the sunshelters and kiosks, as conditioned, are consistent with the public access Sections of the Coastal Act. The Coastal Act mandates that oceanfront parcels suitable for recreation be preserved and enhanced to provide such services. Although none of the sunshelters and kiosks will be located on sandy beach each will be on public areas immediately adjacent to sandy beach. These areas are oceanfront lands that are suitable for recreational purposes. In the Los Angeles there are numerous beaches which have been designated and developed for recreational uses. These beaches, such as the subject beaches, have been developed with concession stands, paved parking lots, restrooms, volleyball courts and playsets, for example. These beaches have been developed specifically for recreational uses as opposed to beaches which are left undeveloped to be protected as natural beaches. All of the sunshelters and kiosks will be located on beaches that are designated for and heavily used for recreation.

As one step toward enhancing the recreation opportunities of these recreational beaches, the County of Los Angeles wants to provide sunshelters which provide a place for beachgoers to sit out of the sun and rest. The County of Los Angeles is also proposing that these sunshelters provide public service messages. Likewise, the County of Los Angeles is proposing kiosks which will also provide public service messages. These public service messages will be related to coastal resources and recreation. Examples include, but are not limited to, information regarding beach and surf conditions, public "Adopt the Beach" programs, local recreation programs, etc. Because the kiosks will contain information relating to coastal resources and recreation, they will enhance recreational use of the beach. Due to budgetary constraints, the County of Los Angeles Department of Beaches and Harbors can not allocate the funds for the construction and maintenance of these sunshelters and kiosks. Instead, the County of Los Angeles is proposing to have these sunshelters and kiosks constructed and maintained by an independent sponsor (contractor).

The County of Los Angeles has control over the amount and type of public advertising and has stated that each sunshelter and kiosk will also contain public service messages. All advertising will be reviewed by the County prior to the placement of such advertising on either a kiosk or sunshelter. The County will monitor the type of advertising and has stated that advertising for alcohol or tobacco products will be prohibited. As proposed, in providing a public resting area and public service messages regarding coastal resources, these developments are consistent with the public recreation policies of the Coastal Act. In order to ensure that this development continues to provide a service that enhances public recreational use of the beaches, consistent with the County's proposal, the Commission finds it necessary to require the applicant to apply to the Coastal Commission for an amendment to the permit for any change to the design or project description of any sunshelter or kiosk. Such changes include, but are not limited to, a change in the number of display panels or changes that reduce the number of display panels devoted to public service information. Generally, a change that eliminates or reduces the sunshelters' or kiosks' function as a source of coastal related information or as a place to rest would require an evaluation as to its consistency with the recreation policies of Chapter 3 of the Coastal Act. Therefore, as conditioned, the proposed project is consistent with the public access and recreation policies of the Coastal Act.

#### F. Violation

This project includes the after-the-fact request for the installation of 17 sunshelters and the relocation of 7 sunshelters. All 17 sunshelters were installed without the benefit of a Coastal Development permit.

Although unpermitted development may have taken place prior to submission of this permit application, consideration of the application by the Commission has been based solely upon the Chapter 3 policies of the Coastal Act. Approval of the permit does not constitute a waiver of any legal action with regard to the alleged violation nor does it constitute an admission as to the legality of any development undertaken on the subject site without a Coastal permit.

### G. Local Coastal Program

Section 30604(a) of the Coastal Act provides that the Commission shall issue a coastal permit only if the project will not prejudice the ability of the local government having jurisdiction to prepare a Local Coastal Program which 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 the 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).

The preceding sections provide findings that the proposed project will be in conformity with the provisions of Chapter 3 if certain conditions are incorporated into the project and accepted by the applicant. As conditioned, the proposed development will not create adverse impacts on coastal resources and is therefore consistent with applicable Sections of the Coastal Act.

The proposed project involves three local government jurisdictions and seven separate planning areas. Of of seven separate beach areas proposed for development by this permit the only area with a certified Land Use Plan or Local Coastal Plan is the San Pedro area (Royal Palms and Cabrillo Beach). San Pedro has a certified Land Use Plan. The Land Use Plan was certified in 1990. The project, as conditioned, that is within the San Pedro area is consistent with all relevant policies of the San Pedro LUP.

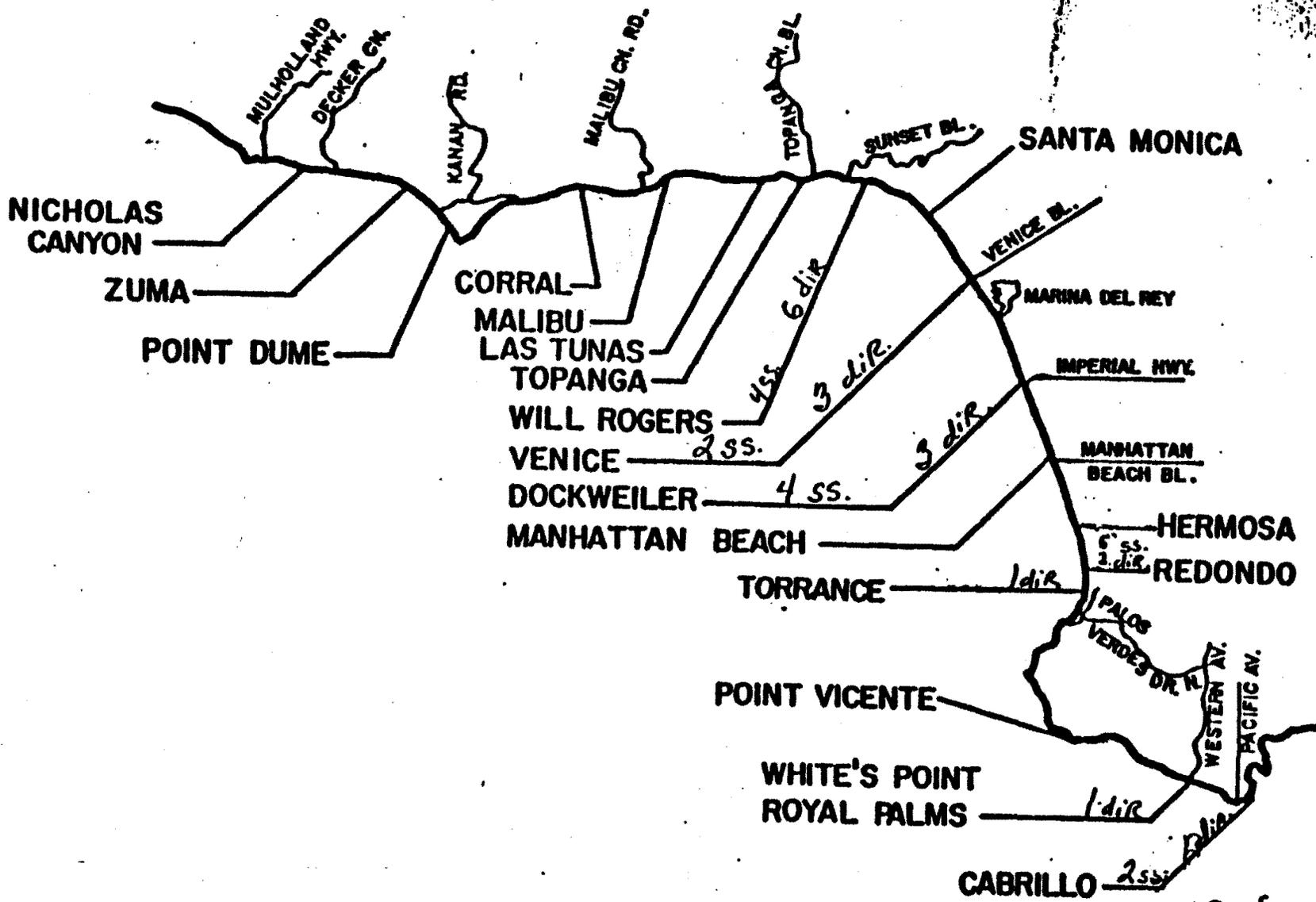
The Commission finds that approval of the proposed project will not prejudice the various jurisdictions abilities to prepare Local Coastal Programs consistent with the policies of Chapter 3 of the Coastal Act, as required by Section 30604(a).

### H. CEQA

Section 13096 of the Commission's administrative regulations requires Commission approval of Coastal Development Permit applications 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)(i) 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 impact which the activity may have on the environment.

The proposed project, as conditioned, is consistent with the applicable polices of the Coastal Act. There are no feasible alternatives or mitigation measures available which would substantially lessen any significant adverse impact which the activity may have on the environment. Therefore, the proposed project is found consistent with CEQA and the policies of the Coastal Act.

Revised as of 4/11/96



5-95-144

COASTAL COMMISSION  
*Vicinity Map*  
 EXHIBIT # 1  
 PAGE \_\_\_\_\_ OF \_\_\_\_\_  
 5-95-144

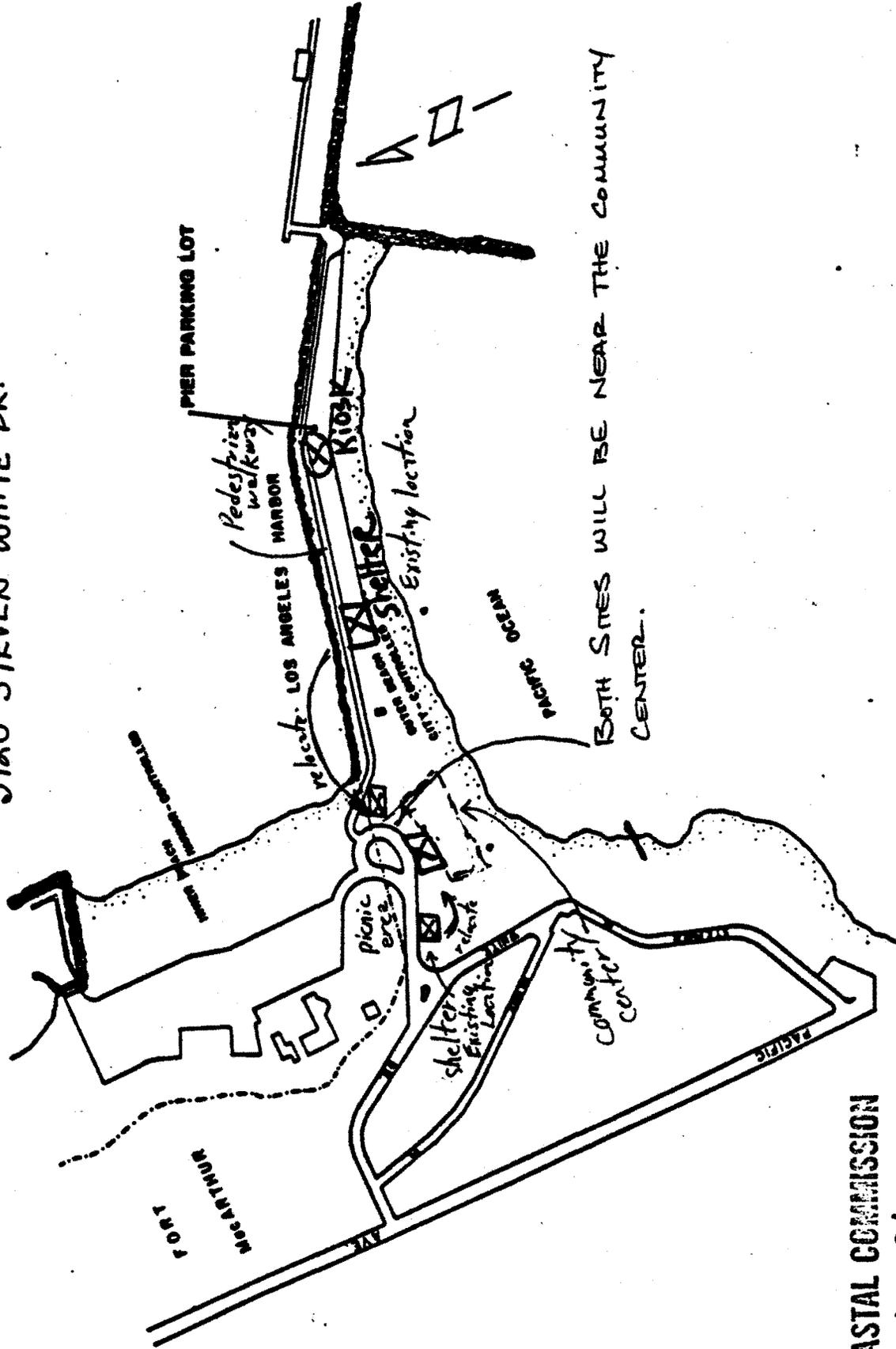
# LOS ANGELES COUNTY BEACHES

CALIFORNIA  
 COMMISSION  
 COAST DIS. DIV.  
 JUN 5 1995

RECEIVED

Location

CABRILLO BEACH  
3720 STEVEN WHITE DR.



BOTH SITES WILL BE NEAR THE COMMUNITY CENTER.

COASTAL COMMISSION

Site Plan

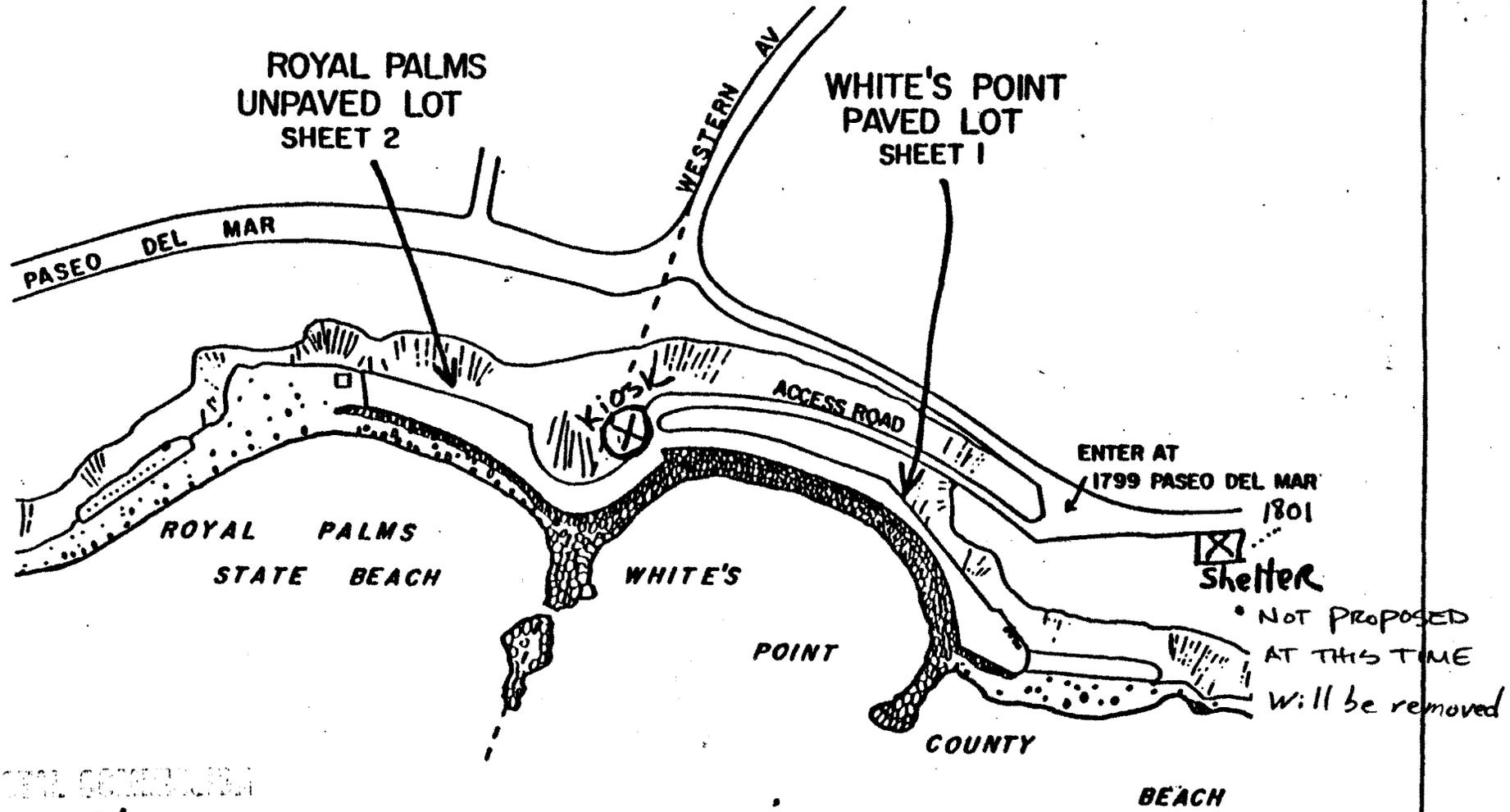
EXHIBIT # 2.a.

PAGE ..... OF .....

5-95-144

Location

# WHITE'S POINT / ROYAL PALMS



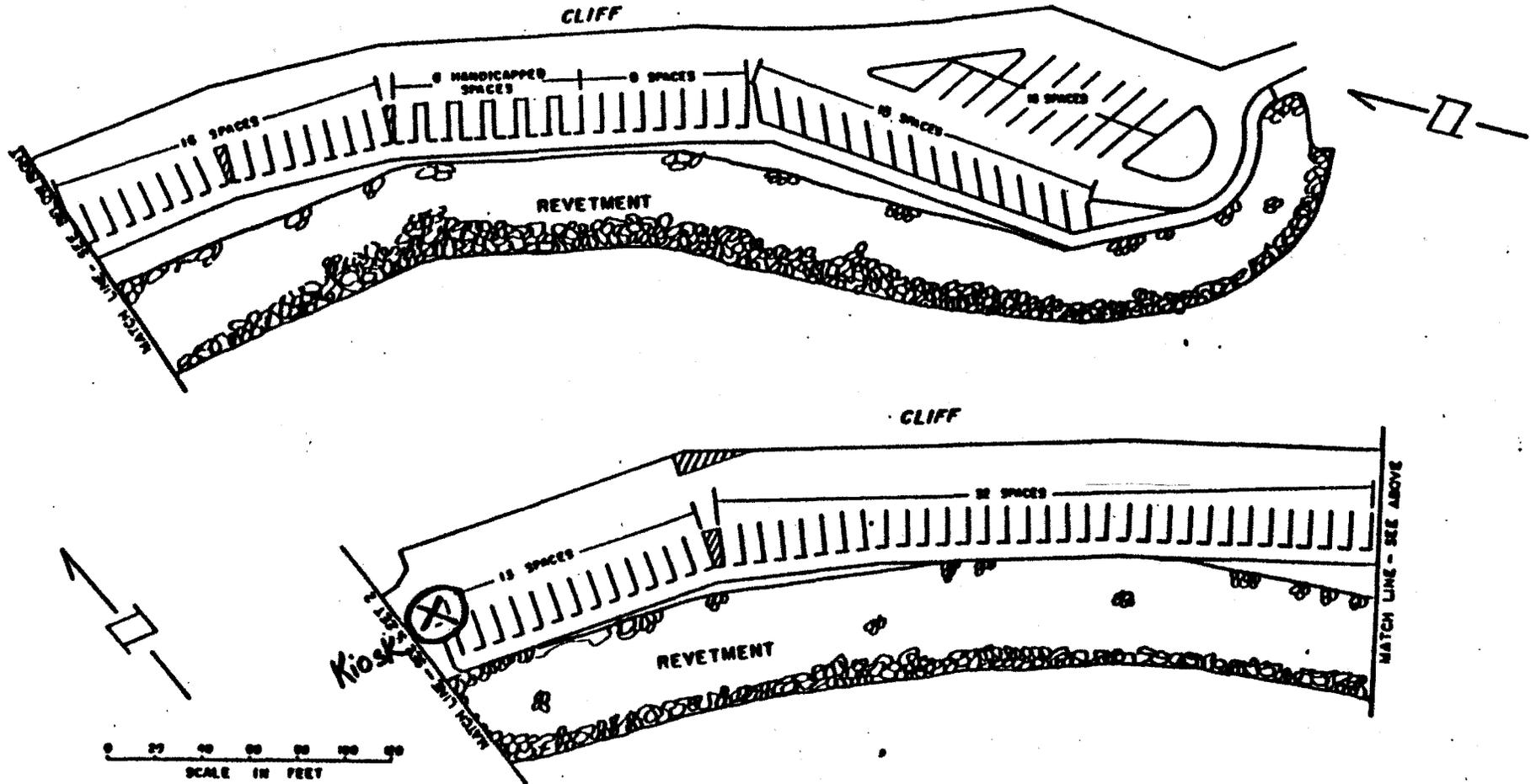
• NOT PROPOSED  
AT THIS TIME  
will be removed

GENERAL INFORMATION  
**Site Plan**  
 DRAWING # **2.b.**  
 PAGE \_\_\_\_\_ OF \_\_\_\_\_

5-95-144

Site

# WHITE'S POINT COUNTY BEACH



COASTAL COMMUNITY

## Site Plan

EXHIBIT # 2.c

PAGE 01

5-95-144

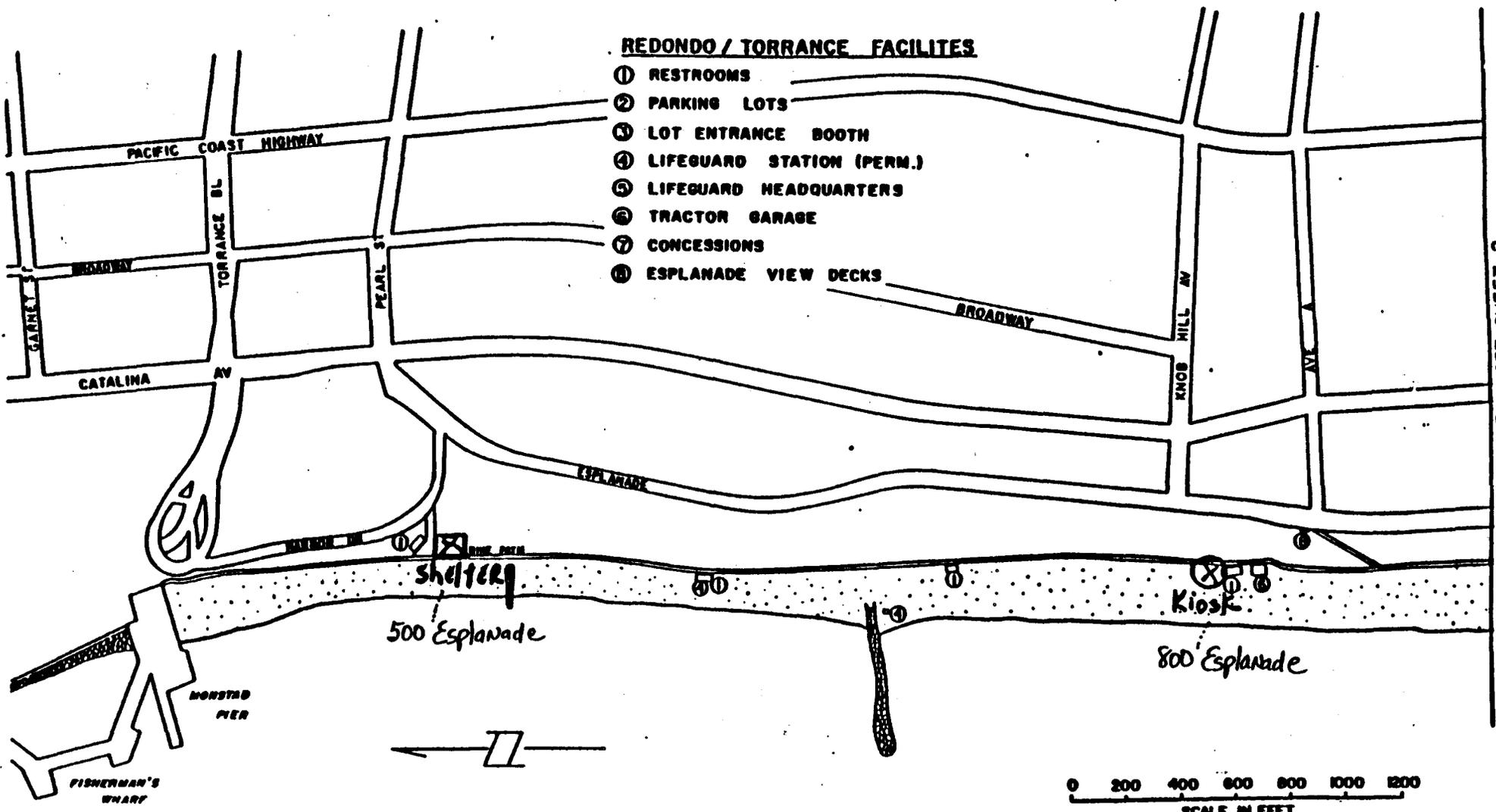
PARKING LOT AREA 59,650 sq. ft.

REGULAR SPACES 101

HANDICAPPED 06

TOTAL 107

Location - 1



MATCH LINE — SEE SHEET 2

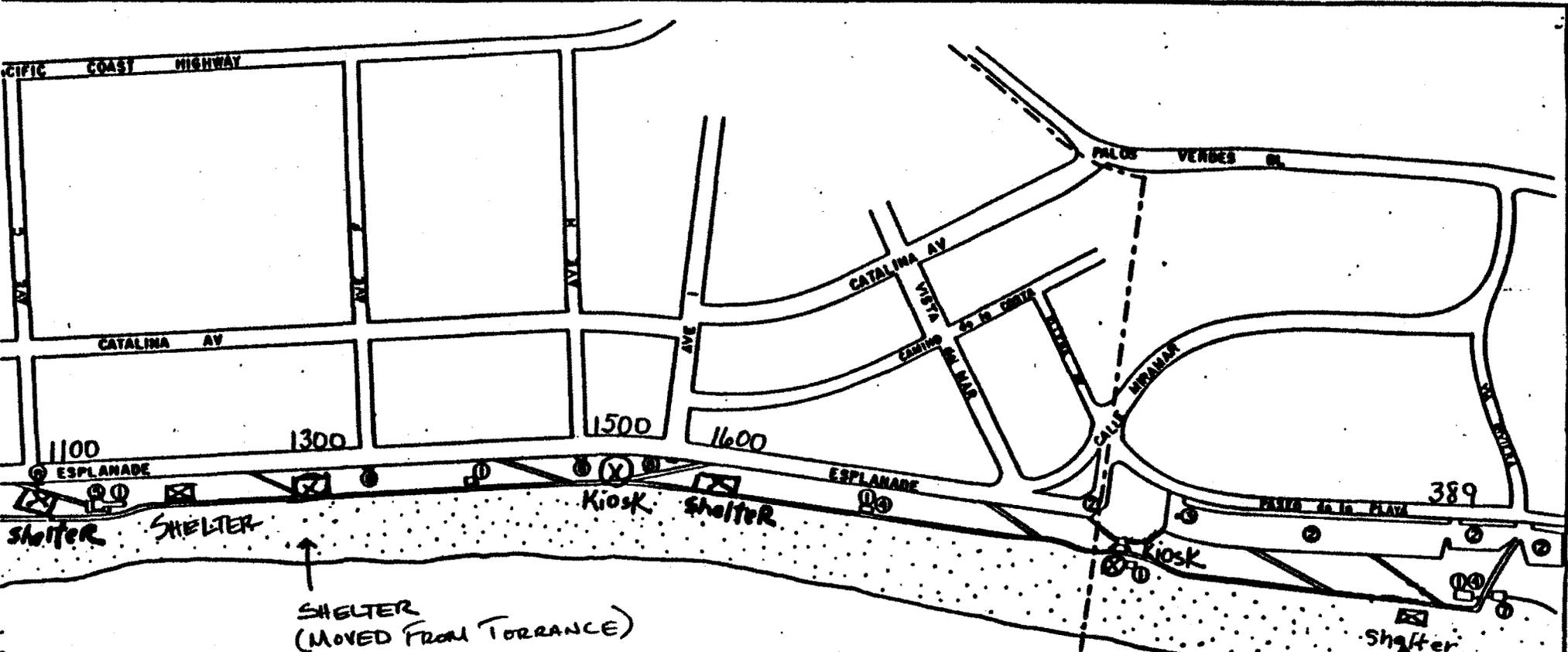
COASTAL COMMUNITY DEVELOPMENT  
 Site Plan

Location-2

COASTAL COMMISSION

EXHIBIT # .....

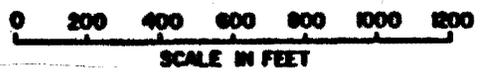
PAGE ..... OF



SHelter  
(MOVED FROM TORRANCE)

**REDONDO / TORRANCE FACILITIES**

- ① RESTROOMS
- ② PARKING LOTS
- ③ LOT ENTRANCE BOOTH
- ④ LIFEGUARD STATION (PERM.)
- ⑤ LIFEGUARD HEADQUARTERS
- ⑥ TRACTOR GARAGE
- ⑦ CONCESSIONS
- ⑧ ESPLANADE VIEW DECKS



To be relocated

5-95-144   
 COASTAL COMMISSION  
 Site Plan

EXHIBIT # 2.e

REDONDO STATE BEACH/ TORRANCE CITY BEACH  
SOUTHERN SECTION

1/2/86	S. DRIGGS	SHEET
LOS ANGELES COUNTY DEPARTMENT OF BEACHES AND HARBORS		2 OF 2

Location - 1

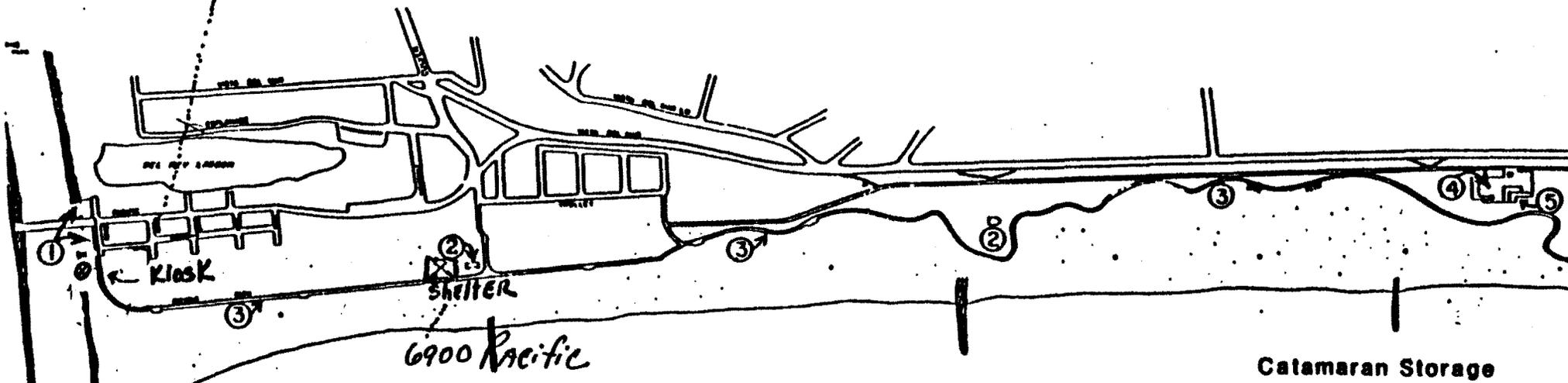
COASTAL COUNTY

# Site Plan

EXHIBIT # 2.f.

62nd st

PAGE 5-95-144



### DOCKWEILER FACILITIES

- ① 62nd ST. PARKING
- ② RESTROOMS
- ③ BIKE PATH
- ④ MAINTENANCE YARD
- ⑤ LIFEGUARD HEADQUARTERS

PACIFIC OCEAN

0 200 400 600 800 1000  
SCALE IN FEET

DOCKWEILER STATE BEACH  
NORTHERN SECTION

12/27/85

S. DRIGGS

SHEET  
OF 2

LOS ANGELES COUNTY DEPARTMENT OF BEACHES AND HARBORS

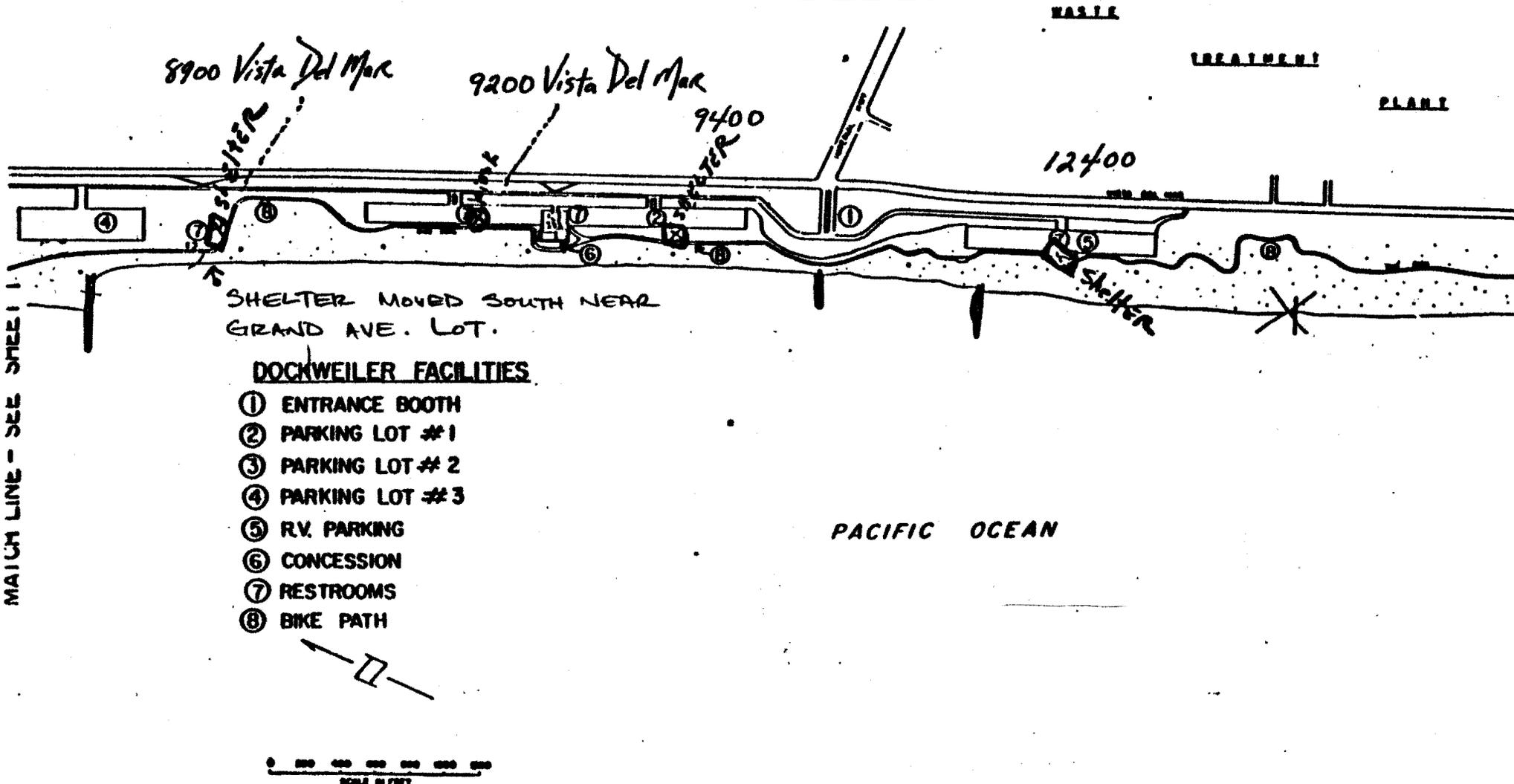
Location - 2

COASTAL COMMUNITY

# Site Plan

EXHIBIT # 2.9

PAGE 5-95-144



MATCH LINE - SEE SHEET 1

SHELTER MOVED SOUTH NEAR GRAND AVE. LOT.

### DOCKWEILER FACILITIES

- ① ENTRANCE BOOTH
- ② PARKING LOT #1
- ③ PARKING LOT #2
- ④ PARKING LOT #3
- ⑤ R.V. PARKING
- ⑥ CONCESSION
- ⑦ RESTROOMS
- ⑧ BIKE PATH



DOCKWEILER STATE BEACH  
SOUTHERN SECTION

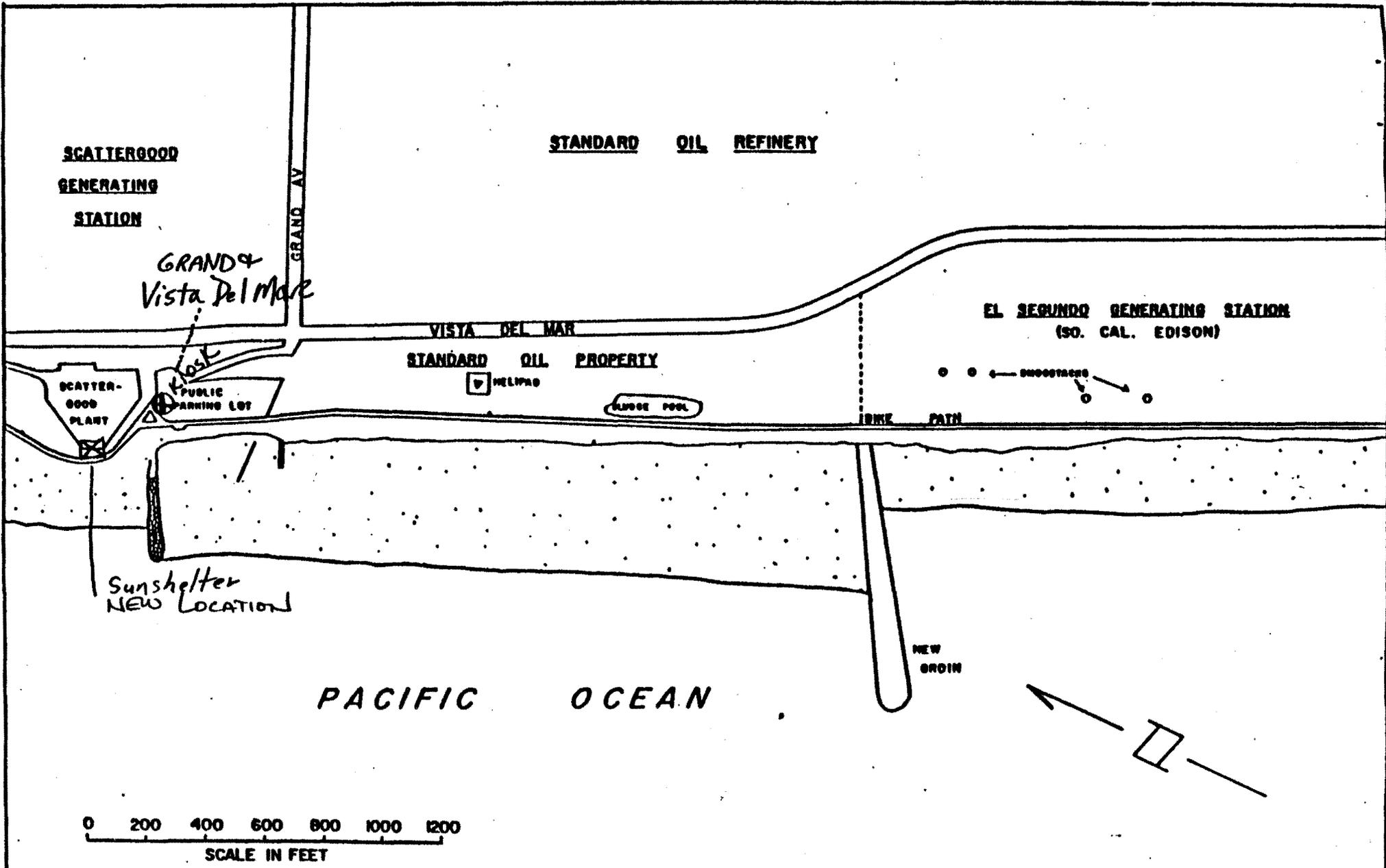
12/27/85

LOS ANGELES COUNTY DEPARTMENT OF BEACHES AND HARBORS

S. DRIGGS

SHEET 2 OF 2

Location - 3



COASTAL COMMUNITY  
Site Plan

EXHIBIT # 2.h

EL SEGUNDO BEACH

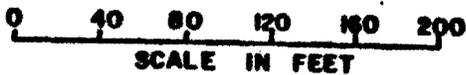
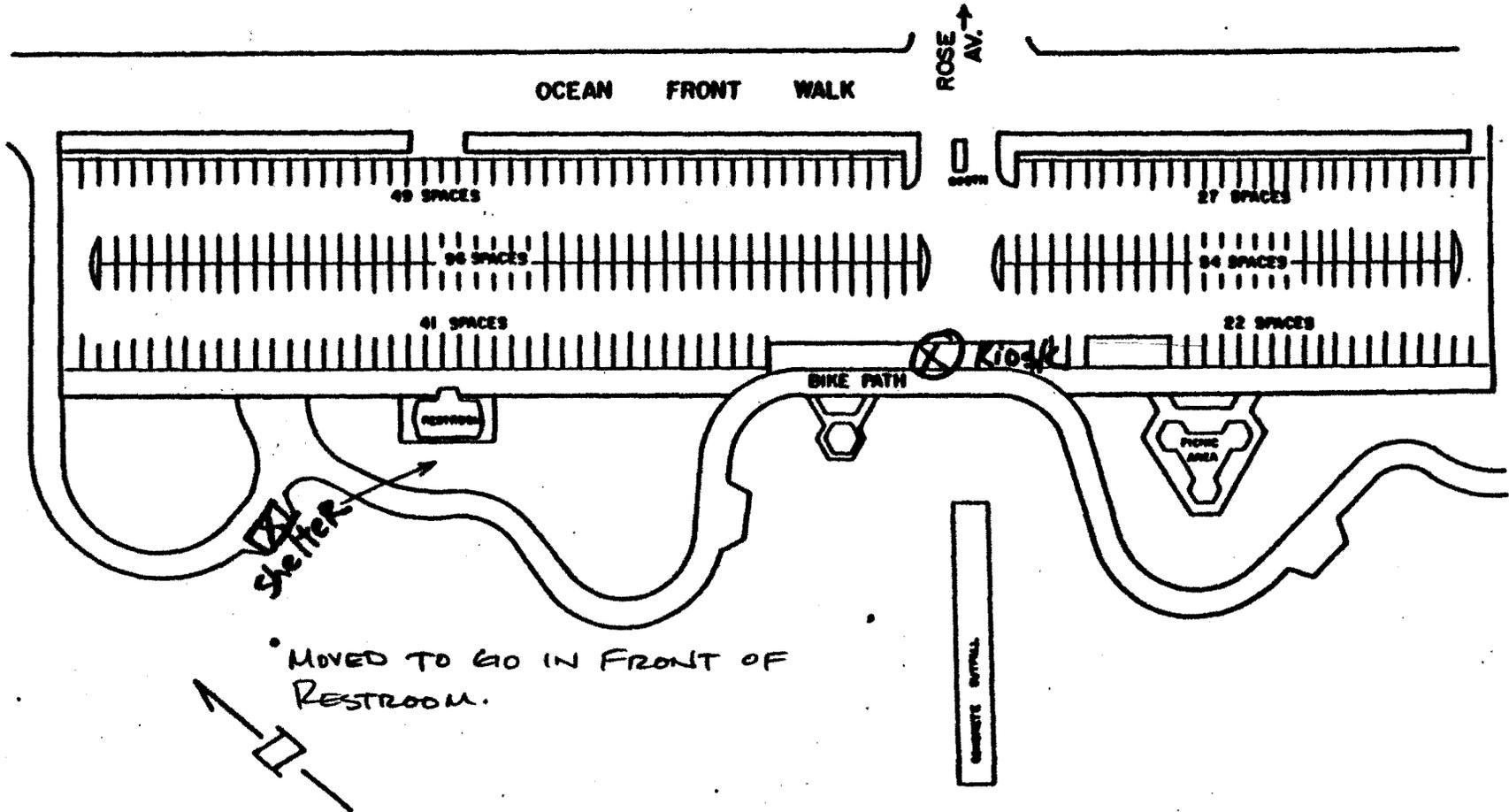
8/24/84

D. DRIGGS

PAGE

Site MAP

ROSE AVENUE PARKING LOT  
VENICE CITY BEACH



COPYRIGHT © 2000

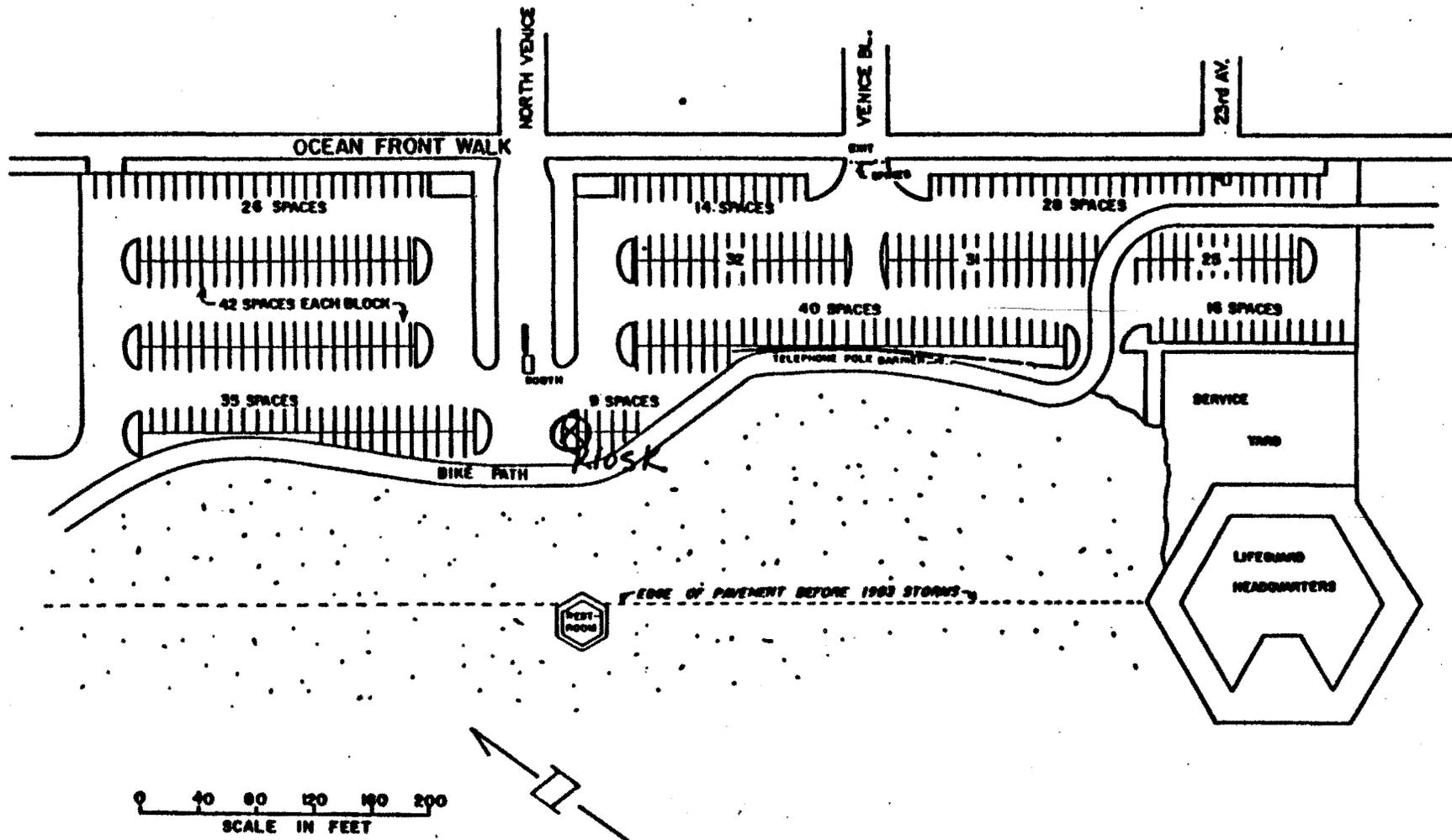
Site Plan

EXHIBIT # 2.i

PARKING LOT AREA	96,200 sq. ft.
REGULAR SPACES	289
HANDICAPPED	00
TOTAL	289

Site

# VENICE BOULEVARD PARKING LOT VENICE CITY BEACH



Site Plan  
2.j.

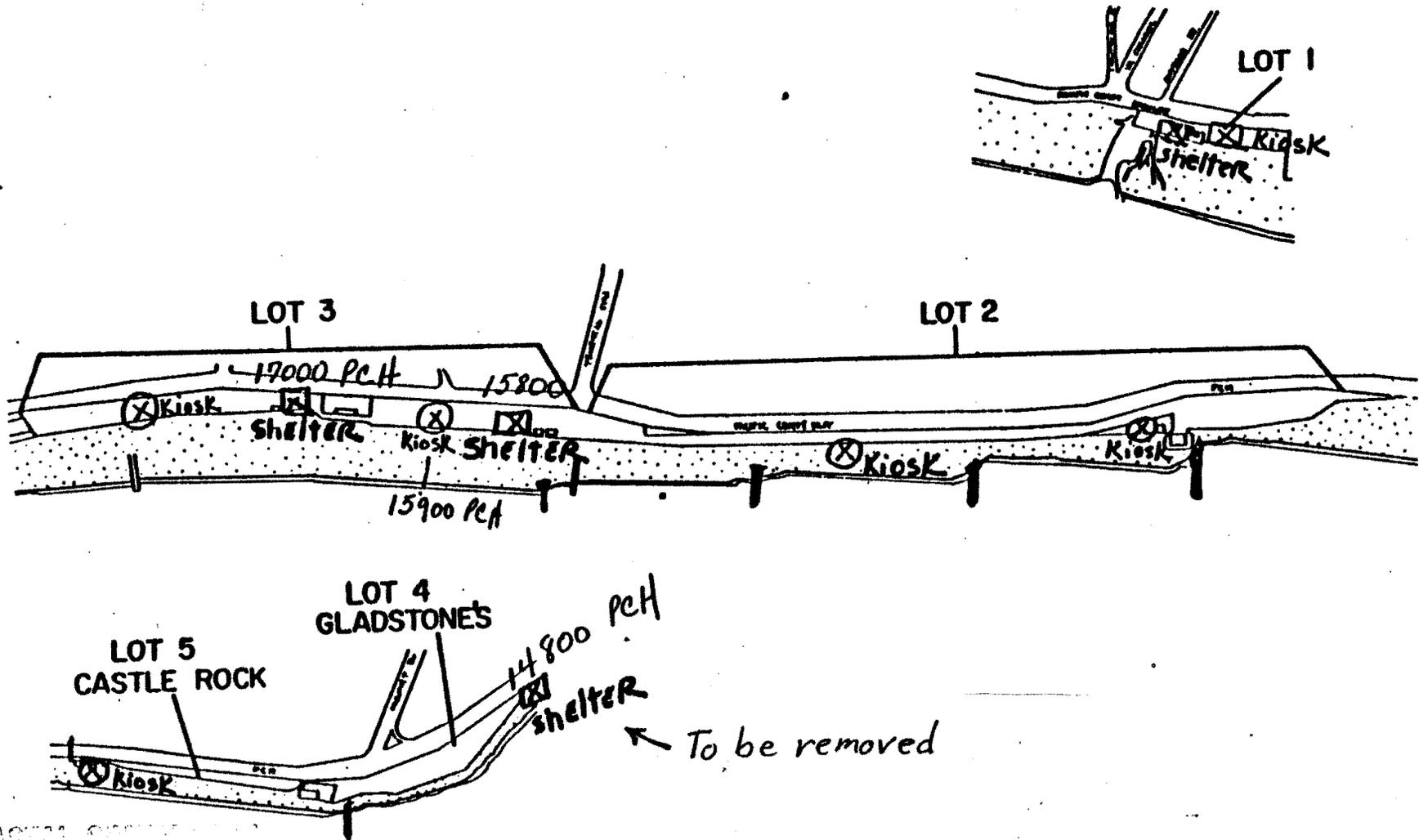
PARKING LOT AREA	139,520 sq. ft
REGULAR SPACES	340
HANDICAPPED	00
TOTAL	340

5-95-144



Location

# PARKING LOT LOCATION WILL ROGERS STATE BEACH



CASUAL OCCURRENCE

Site Plan

EXHIBIT # 2.1

PAGE OF

5-95-144



STAN WISNIEWSKI  
DIRECTOR

COUNTY OF LOS ANGELES  
DEPARTMENT OF BEACHES AND HARBORS

April 9, 1996



KERRY GOTTLIEB  
DEPUTY DIRECTOR

JUDITH KENDALL  
DEPUTY DIRECTOR

California Coastal Commission  
245 W. Broadway, Suite 380  
Long Beach, Ca. 90802

Mr. Al Padilla:

This letter is to bring forth the changes made to the Coastal Permit Application submitted by the Department of Beaches and Harbors. These amendments were made in an effort to conform with the guidelines set forth by the California Coastal Commission.

Cabrillo Beach-two location changes.

The first location is near the lifeguard headquarters. This site will be moved approximately 75 yards north to blend in with the old museum and an existing picnic area. A cement pad will be built along the sidewalk. This will eliminate view obstruction.

The second location is near the entrance and blocks the beach view of people coming in. This site will be moved approximately 50 feet south in front of the old museum near the lightpost. No additional cement will be necessary.

White Point-temporary elimination of site.

The White's Point location has been put on hold until redevelopment is completed. Once construction is completed a site that meets the Coastal Commission's guidelines will be selected.

Torrance Beach-location change.

The site near the lifeguard tower will be moved to the east side of the bike path, so as not to obstruct the view of those using the bike path. It will also be moved north to an existing pad at Avenue E.

Dockweiler Beach-location change.

The site north of Imperial Highway will be moved south near the Grand Avenue parking lot. It will be placed between a Hyperion Plant utility yard and the bike path on an existing pad. This will eliminate view obstruction.

Venice Beach (Rose Ave.)-location change.

The site will be moved directly across the bike path to the east side. A cement pad will be constructed in front of the restrooms at Rose Avenue. This will eliminate view obstruction as it pertains to bike path users.

Pacific Coast Highway-site relocation.

The site just south of Sunset Boulevard near Gladstone's will be relocated to Redondo Beach. The site selected is just south of Avenue D on an existing pad. View obstruction will be eliminated.

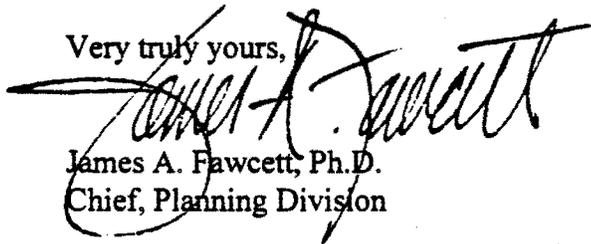
Topanga Beach-two location changes.

The site will be moved approximately 25 feet north near an existing walkway and cement pad so as not to block the view or take up beach space. A cement pad will be constructed. The second site identified on the map, along the bluffs, will be eliminated completely.

Las Tunas Beach-site relocation.

This site will be relocated to Redondo Beach on an existing pad at Avenue B. View obstruction will be eliminated.

Very truly yours,



James A. Fawcett, Ph.D.  
Chief, Planning Division

5-95-144  
CENTRAL RECORDS SECTION



STAN WISNIEWSKI  
DIRECTOR

COUNTY OF LOS ANGELES  
DEPARTMENT OF BEACHES AND HARBORS



KERRY GOTTLIEB  
DEPUTY DIRECTOR

JUDITH KENDALL  
DEPUTY DIRECTOR

April 11, 1996

TO: Al J. Padilla  
California Coastal Commission  
South Coast Area

FROM: Dusty Brogan, Head Marketing Section *D. Brogan*

SUBJECT: COASTAL DEVELOPMENT PERMIT NO. 5-95-144

This memorandum is to provide the information that you have requested with regard to the public service panels on the Beach Information Kiosks.

There will be a four sided and a three sided kiosk. The site location will determine the type of kiosk that will be used. There are access ways that are narrow and it will be necessary to place a three sided kiosk at those locations; however, where space is available, a four sided kiosk will be used.

The three sided kiosk will have one public service panel and the four sided kiosk will have two public service panels. The public service panels will provide the beach visitor with a map of the facility, along with various emergency and public service phone numbers and information regarding the flora and fauna that are indigenous to the area. We are going to work with the individual communities in developing the information for its public service panels. We have also been approached by agencies that are interested in placing public education information on the panels (e.a., "don't dump toxic materials in a storm drain because it will end up in our ocean," with pictures to support that quote.)

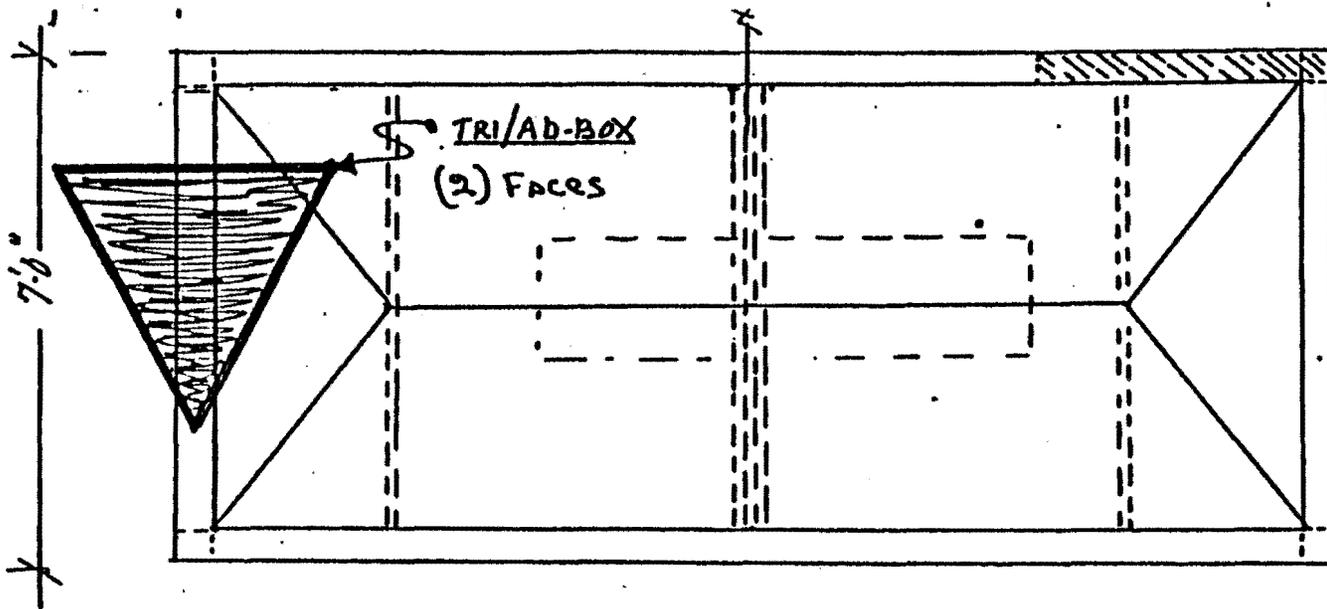
The County will receive 50% of all advertising that is sold on the other two panels. It is estimated that the Beach Information Kiosks will generate approximately \$300,000 annually for the County. This revenue will help to support the Department of Beaches and Harbors in providing a safe and clean beach in an urban environment for 60 million visitor a year. The vandalism and heavy usage of the Los Angeles County beaches have been mitigated by our various marketing programs.

I want to thank you for all of your information and the support you have provided in the competition our coastal permit application. If you have any questions, please feel free to call me at 310/305-9562.

5-95-144  
COASTAL COMMISSION  
Letter Describing  
Info/Ad Panels

EXHIBIT # 4

PAGE \_\_\_\_\_ OF \_\_\_\_\_



SHELTER CONCEPTS' Pitch/Roof  
 Bus Shelter w/ Tri-Ad Box (2)  
 Faces & Back, with Back Wall  
 Panel (4') for Utility Uses

SIZE: 16' long X 7' wide X 9'6"  
 high.....

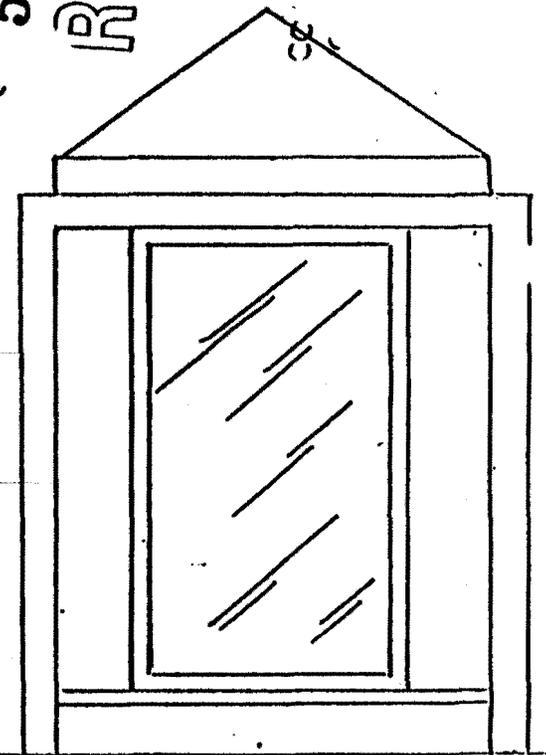
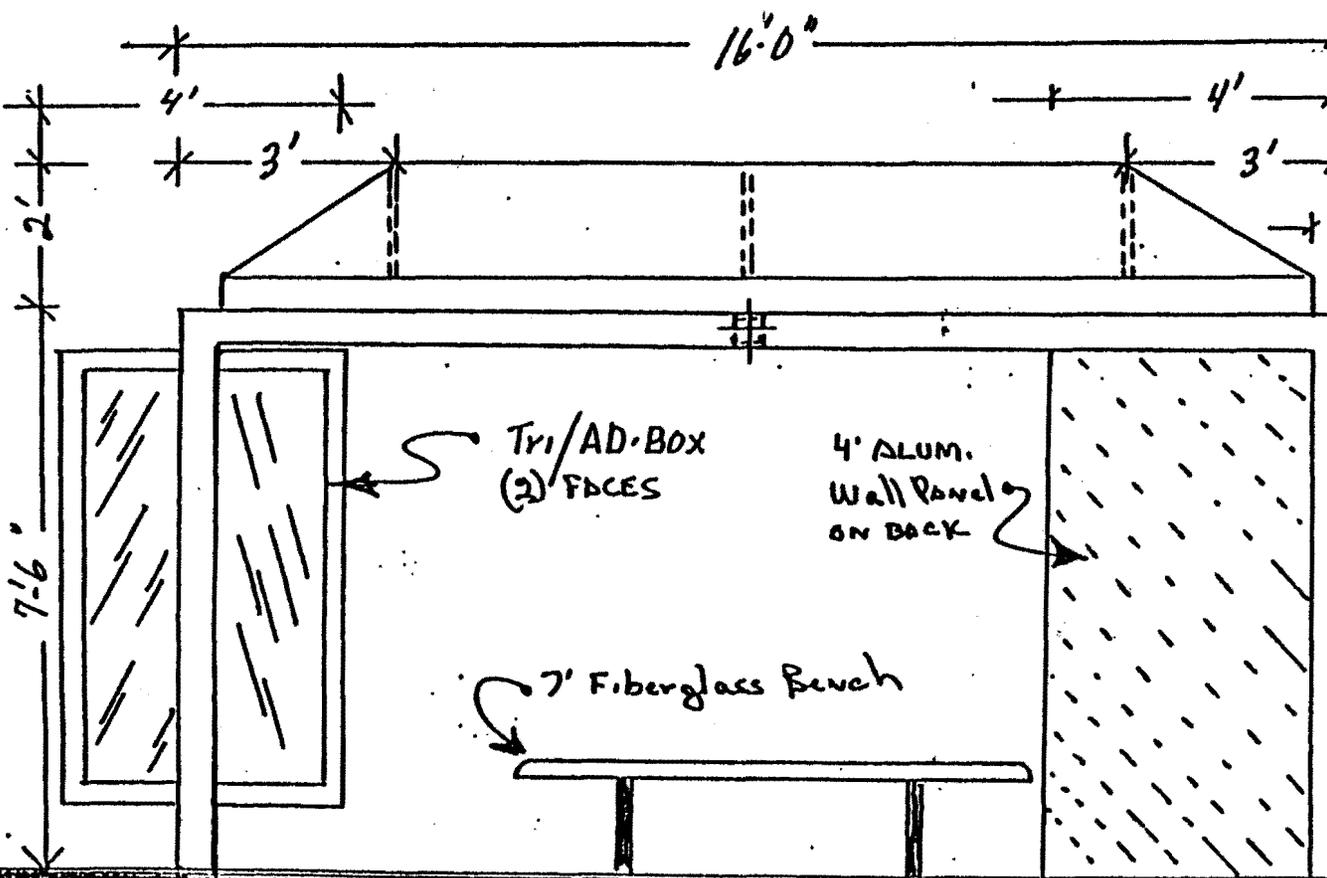
Mfg. by SIGNPAC, INCORPORATED  
 Costa Mesa, California

5-95-144  
 RECEIVED

COASTAL COMMISSION  
 Diagram of  
 Sunshelter

EXHIBIT # 5

PAGE OF  
 5-95-144



# 3-SIDED KIOSKS

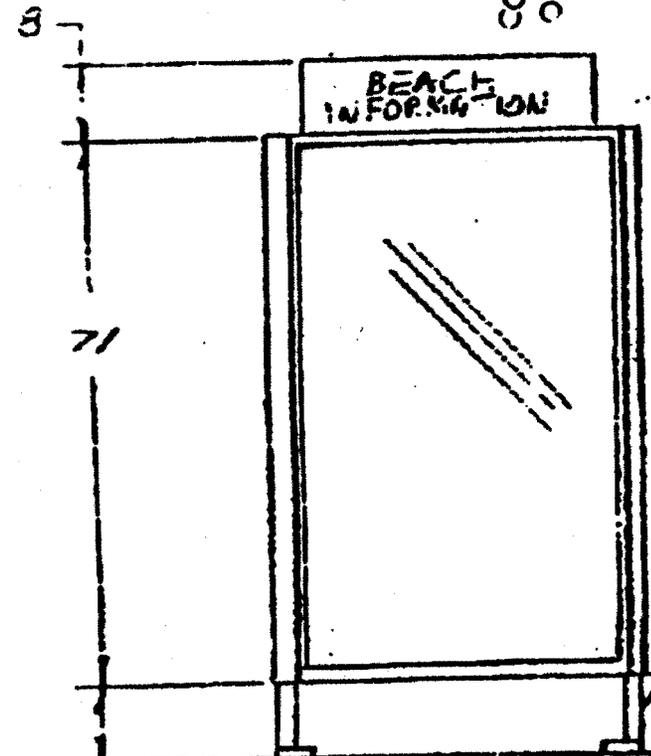
COASTAL COMMISSION  
Diagram of  
kiosk

EXHIBIT # 6  
PAGE 5-95-144 OF 5-95-144

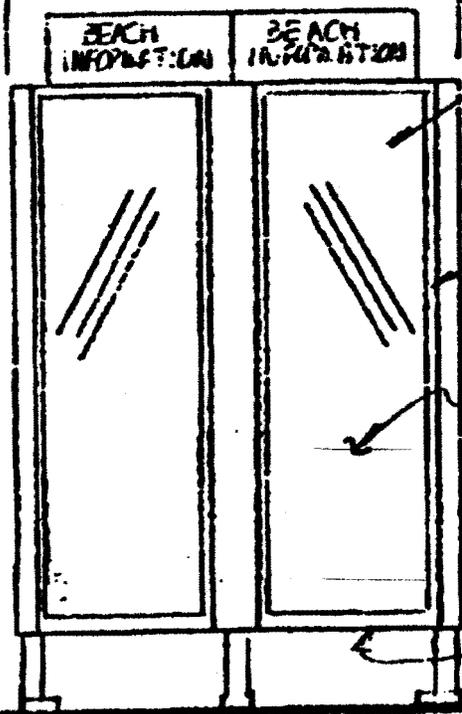
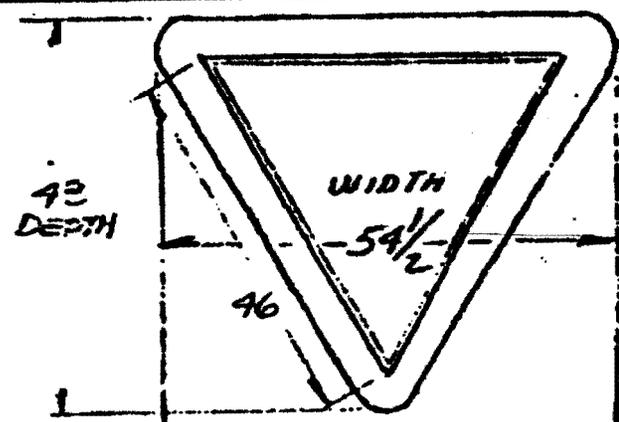
RECEIVED

SEP 29 1995

CALIFORNIA  
COASTAL COMMISSION  
SOUTH COAST DISTRICT



5-95-144



2 1/2" DIA  
5/8" PORTS

PAINT: SILICON POLYESTER BAKED FINISH - DARK BRONZE - ALL ITEMS

SOLAR MINNIV, INC. INC.  
501 S. ROSE ST. ANAHEIM CA 92805

SCALE: 1/2" = 12"	APPROVED BY:	DRAWN BY: <i>Jakob</i>
DATE: 1-19-95		REVISED:

EQUILATERAL 3-SIDED AD BOX

DRAWING NUMBER

PAGE NO. 1 OF 1

SOLAR MINNIV, INC.



COASTAL COMMISSION  
*Photograph of typical  
kiosk*  
EXHIBIT # 7  
PAGE        OF         
5-95-144

## DEPARTMENT OF PARKS AND RECREATION



Santa Monica Bay District  
2600 The Strand  
Manhattan Beach, CA 90266  
(310) 796-5620

RECEIVED

AUG 22 1995

August 18, 1995

CALIFORNIA  
COASTAL COMMISSION  
SOUTH COAST DISTRICT

Mr. Al J. Padilla, Coastal Program Analyst  
California Coastal Commission South Coast Area  
245 W. Broadway, Suite 380  
P.O. Box 1450  
Long Beach, CA 90802-4416

Dear Mr. Padilla,

Re: California Coastal Commission Permit Application #5-95-144

The State of California Department of Parks And Recreation is aware of California Coastal permit application #5-95-144, submitted by the County of Los Angeles Department of Beaches and Harbors. It is our understanding that this application is for the placement of Sunshelters and Beach Information Kiosks as described in the permit application. The Santa Monica Bay District of the California Department of Parks and Recreation has been invited by The Department of Beaches and Harbors to be a co-applicant on the Coastal permit #5-95-144 to which we have agreed.

Since these Sunshelters and Information Kiosks are either public serving facilities or provide public safety information, and they are to be located in areas which are intended for public use facilities, they are consistent with those units' general plans and/or are consistent with the specified purpose of that unit as defined by the classification of that unit.

To my knowledge, the Department of Parks and Recreation has no local coastal plan for these units. The City of Manhattan Beach does possess an LCP. If you have any questions please call me at (310) 796-5624.

Sincerely,

Ron P. Schafer  
District Superintendent  
Santa Monica Bay District

COASTAL COMMISSION  
State Parks & Rec.  
Letter

cc: Dusty Brogan, County of Los Angeles, Beaches and Harbors

EXHIBIT # 8

PAGE OF

5-95-144

**BOARD OF RECREATION AND  
PARK COMMISSIONERS**

**STEVEN L. SOBOROFF**  
PRESIDENT

**LEROY CHASE**  
VICE PRESIDENT

**HERMAN LEAVITT**  
**P. JUAN SANTILLAN**  
**LISA SPECHT**

**CITY OF LOS ANGELES**  
CALIFORNIA



**RICHARD J. RIORDAN**  
MAYOR

DEPARTMENT OF  
RECREATION AND PARKS  
200 NO. MAIN ST.  
13TH FLOOR  
LOS ANGELES, CALIF. 90012

(213) 847-2579  
FAX - (213) 620-0280

**JACKIE TATUM**  
GENERAL MANAGER

RECEIVED

FEB 13 1996

CALIFORNIA  
COASTAL COMMISSION  
SOUTH COAST DISTRICT

February 8, 1996

Mr. Al J. Padilla  
Coastal Program Analyst  
California Coastal Commission  
P.O. Box 1450  
Long Beach, CA 90802-4416

Dear Mr Padilla:

Venice Beach and Cabrillo Beach - Project No. 1019B  
Coastal Permit Application #5-95-144

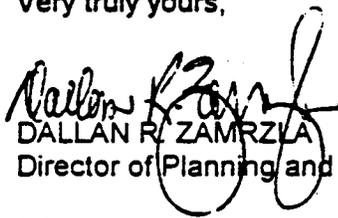
The Department of Recreation and Parks has reviewed the California Coastal Permit application (5-95-144) submitted by the County of Los Angeles Department of Beaches and Harbors for the installation of sunshelters and beach information directories. Staff has approved "in concept" the plans for the sunshelters and understands the placement of some of the sunshelters are on Department property.

The County Department of Beaches and Harbors invited the Department to be a co-applicant on the Coastal Permit application. The Department has declined to participate at this time. However, since operation of various portions of the beaches has shifted jurisdiction in the past, it should be noted that this Department may, in the future, be required to submit similar permit applications.

The Department of Recreation and Parks does support the placement of the Sunshelters and Beach Information directories, as proposed on the attached map, on Department property. The facilities serve the public at no cost to either the County or the Department.

Should you have any additional questions, please contact Kathleen Chan, Project Manager, at (213) 485-5671.

Very truly yours,

  
DALLAN R. ZAMRZLA  
Director of Planning and Development

DRZ:KC:ic

cc: Dave Gonzales  
Assistant General Manager  
Pacific Region

COASTAL COMMISSION  
City of Los Angeles  
Letter

EXHIBIT # 9

PAGE \_\_\_\_\_ OF \_\_\_\_\_

5-95-144



STAN WISNIEWSKI  
DIRECTOR

COUNTY OF LOS ANGELES  
DEPARTMENT OF BEACHES AND HARBORS

June 12, 1996

EXHIBIT NO. 10
APPLICATION NO. 5-95-144
Letter From County Beaches and Harbors
California Coastal Commission

**RECEIVED**  
KERRY GOTTLIEB  
DEPUTY DIRECTOR  
JUDITH KENDALL  
DEPUTY DIRECTOR

JUN 13 1996

Ms. Susan Friend  
California Coastal Commission  
South Central Coast Area Office  
89 South California Street, Ste. 200  
Ventura, California 93001

CALIFORNIA  
COASTAL COMMISSION  
SOUTH CENTRAL COAST DISTRICT

Dear Ms. Friend:

**COASTAL DEVELOPMENT PERMIT # 4-94-183**

I was the negotiator for the Department of Beaches and Harbors regarding the transfer of eight beaches from the State to the County on September 15, 1995. The negotiator for the State Department of Parks and Recreation was Ken Jones, Deputy Director. Ken and I have discussed the meaning of the words "commercial development", which is prohibited in the deed restrictions contained in AB 909. In our last conversation, which was held on May 9, 1996, Ken said that his department had written to the Coastal Commission in support of our application for a permit, as well as our understanding of what "commercial development" was intended to mean.

It is our belief that the intent of the Legislature, in establishing these restrictions, was to prevent the County from reducing public access to the beaches by building major restaurants, hotels, or other, similar, large "commercial developments". Beaches and Harbors has agreed not to pursue these kinds of developments; however, we have public service programs that generate revenue. The primary function of these programs is to improve public access and safety, as well as to enhance public enjoyment of the beaches. Public parking lots, small concessions (food, skate and bike rentals, etc.) and elements of our marketing program are good examples.

Sun shelters and information directories are not "commercial developments" in the sense that Gladstone's' 4 Fish is. Sun shelters provide shade and comfort, as well as a bench to sit on, which may be critical to someone who suddenly becomes ill because they have been in direct sunlight too long. Our directories will not only provide information on nearby facilities, but will advise the public about safety issues, such as rip currents, as well as convey educational information regarding storm drain runoff and local flora and fauna. Sun shelters and directories are small in size and



Ms. Susan Friend  
June 12, 1996  
Page 2

they are not unlike public works, such as picnic shelters, restrooms, tables and barbecues, and security lighting, because they provide a valuable public service. They are not exclusionary, as they enhance public access, rather than limit it, like restaurants and hotels might.

In October, 1995, I requested a definition of "commercial development" in writing from Ken Jones, but he informed me that such a definition should come from the Legislative Counsel or Attorney General. When I contacted them on May 14, 1996, the Legislative Counsel told me that they only provide opinions to legislators. They did research AB 909, however, but found no definitions or notes that would document the Legislature's intent. It should be noted that the sun shelter program was in place prior to the transfer of the State beaches and the drafting of the deed restrictions. Furthermore, AB 909 granted the State Department of Parks and Recreation the right to pursue marketing/advertising agreements, like the sun shelters and information directories. Marketing/advertising programs are excellent examples of public/private partnerships that help meet a growing mandate to develop non-tax dollar funding sources.

If you have any questions regarding this matter, please call me at (310) 305-9573.

Very truly yours,

STAN WISNIEWSKI, DIRECTOR

Dean R. Smith  
Executive Assistant

SW:DRS:be  
C: Dusty Brogan  
Lynn Atkinson

RECEIVED

APR 30 1996

CALIFORNIA  
COASTAL COMMISSION  
SOUTH COAST DISTRICT

April 23, 1996

California Coastal Commission  
South Coast Area  
245 W. Broadway, Suite 380  
P. O. Box 1450  
Long Beach, CA 90802-4416

Permit Number: 5-95-144

As residents and homeowners on the Esplanade in Redondo Beach, we are opposed to the construction of kiosks and shelters anywhere along the coast. These proposed structures will become a magnet for graffiti taggers, gangs, deadbeats, etc. (further, they will require constant maintenance).

The beach should be clear of all man made clutter. People go the beach to enjoy its natural beauty, not to read about the latest movie or beer advertisement. How about asking local companies to sponsor planting and maintenance of palm trees along the bike path.

Susan M. Philbrick

319 Palmdale Blvd # 203  
Palmdale CA 91357

EXHIBIT NO. 11
APPLICATION NO. 5-95-144
Letter from Resident Opposing Project
 California Coastal Commission

# FAX TRANSMISSION

10951 W. PICO BOULEVARD, THIRD FLOOR  
LOS ANGELES, CA 90064-2126  
(310) 470-9897  
FAX: (310) 474-7083

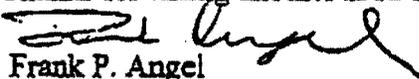
**To:** Chuck Damm/Al Padilla                      **Date:** May 3, 1996  
**Fax #:** (310) 590-5084                      **Pages:** 3, including this cover sheet.  
**From:** Frank P. Angel  
**Subject:** Sunshelters and kiosks on LA County beaches

## COMMENTS:

Dear Chuck and Al:

Pursuant to my telephone discussion with Al, I have attached Public Resources Code section 5002.6. You will note that subdivision (e)(1)(A) prohibits any new or expanded commercial development on any of the eight beaches transferred to the County, regardless of size or cost. (Compare subd. (e) (1)(B) (noncommercial development).) My client in this matter, the Sierra Club, lobbied very hard to get this provision included in the beach transfer legislation. (We opposed the transfer to begin with and may challenge it in court.) The obvious purpose of the commercial development prohibition in the legislation was to protect the public shoreline against incremental visual pollution, among other things. Our concern was that beach management by County Beaches and Harbors would depart from State Parks' public interest, resource protection-oriented management philosophy and practices. It sure has. Under State Parks jurisdiction, these new structures -- which incidentally clearly are "development" within the meaning of the Coastal Act -- never would have been allowed to begin with. Also, for purposes of commercial and public service advertising (the averred project objective), environmentally much less intrusive alternatives than sunshelters and kiosks are available (e.g., use of existing structures).

Thanks for taking another hard look at this matter.

  
Frank P. Angel

THE INFORMATION CONTAINED IN THIS FAX TRANSMISSION IS PROTECTED BY THE ATTORNEY-CLIENT AND/OR ATTORNEY WORK PRODUCT PRIVILEGE(S). IT IS INTENDED ONLY FOR THE USE OF THE RECIPIENT NAMED ABOVE, AND THE PRIVILEGES PROTECTING THIS INFORMATION ARE NOT WAIVED BY THIS FAX TRANSMISSION. IF YOU HAVE RECEIVED THIS COMMUNICATION IN ERROR, PLEASE NOTIFY US IMMEDIATELY BY TELEPHONE OR BY RETURNING THE FAX TRANSMISSION TO US AT THE ABOVE ADDRESS VIA U.S. MAIL.

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Letter from Mr. Frank Angel
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is located, and mailed to every person who has filed a request for notice of the hearing with the commission. If the notice of hearing is published in a weekly newspaper, it shall appear therein on at least two different days of publication; and if in a newspaper published more often, there shall be at least five days from the first to the last day of publication, both days included. The content of the notice of hearing shall substantially comply with the requirements of Section 11246.5 of the Government Code.

Copies of the department's inventory of features, in the case of a hearing on classification or reclassification, or copies of the department's general plan, in the case of a hearing on approval of the plans, shall be made available to the public at \* \* \* the department's appropriate regional and district office on the last date of publication of the notice.

The hearing shall be held by the commission in, or within a radius of 100 miles of, the City of San Diego, Los Angeles, San Francisco, San Bernardino, Eureka, Redding, Fresno, Ukiah, Monterey, San Luis Obispo, Santa Barbara, or Sacramento, whichever is closest to the unit affected, not less than 30 days, nor more than 60 days, after the last date of publication of the notice. \* \* \* The hearing shall be conducted in the manner specified in Section 11346.8 of the Government Code. The vote of each individual member of the commission on each matter of classification or reclassification and of approval of the department's general plan shall be recorded when the final decision of the commission is announced.

(Amended by Stats.1987, c. 56, § 150; Stats.1990, c. 1027 (A.B.3319), § 1, eff. Sept. 19, 1990.)

Historical and Statutory Notes

**1987 Legislation**  
The 1987 amendment substituted "commission" for "State Park and Recreation Commission" throughout the section, "more often" for "often" in the third sentence of

the first paragraph, "Section 11246.5" for "Section 11424" near the end of the first paragraph, and "Section 11346.8" for "Section 11425" in the third paragraph; and made other non-substantive changes to maintain this code.

§ 5002.6. Los Angeles County, grant of specified beaches from the State; conditions; reservations

(a) Notwithstanding any other provision of law, and upon the adoption of a resolution of acceptance pursuant to subdivision (h), the director shall grant to the County of Los Angeles, at no cost to the county, in trust for the people of the State of California, and subject to the conditions set forth in this section, all of the rights, title, and interest of the State of California in lands, and improvements thereon, generally described as follows, and more particularly described in the deed:

- (1) Parcel 1. Approximately 3.83 acres of unimproved land, known as Las Tunas State Beach.
- (2) Parcel 2. Approximately 21.21 acres of improved land, known as Topanga State Beach.
- (3) Parcel 3. Approximately 46.34 acres of improved land, being a portion of Manhattan State Beach.
- (4) Parcel 4. Approximately 25.03 acres of improved land, known as Redondo State Beach.
- (5) Parcel 5. Approximately 18.07 acres of improved land, known as Royal Palms State Beach.
- (6) Parcel 6. Approximately 30.64 acres of improved land, being a portion of Point Dume State Beach.
- (7) Parcel 7. Approximately 15.12 acres of unimproved land, known as Dan Blocker State Beach, and which includes Latigo Shores.
- (8) Parcel 8. Approximately 10.50 acres of improved land, being a portion of Malibu Lagoon State Beach, known as Surf Rider Beach.

(b)(1) The grant in trust for the people of the State of California made pursuant to subdivision (a) shall be made upon the express condition that the County of Los Angeles shall use, operate, and maintain the granted lands and improvements thereon for public recreation and beach purposes in perpetuity, and shall comply with all restrictions specified in each deed and prescribed in subdivision (c). The county shall not make or permit any other use of the granted lands and improvements. Any violation of this prohibition or any violation of subdivision (c) shall constitute a breach of conditions for purposes of paragraph (2) of this subdivision.

(2) Upon a material breach of any condition of a grant made pursuant to this section which is determined by a court of competent jurisdiction to have been made intentionally, the State of California shall terminate the interest of the County of Los Angeles in the granted lands and improvements pursuant to Chapter 5 (commencing with Section 885.010) of Title 5 of Part 2 of Division 2 of the Civil Code. Upon exercise of the state's power of termination in accordance with Section 885.050 of the Civil Code, all rights, title, and interest of the County of Los Angeles in the granted lands and improvements shall terminate and revert to, and rest in, the state, and the county shall, within 30 days from the date of that judgment, pay to the state an amount equal to funds received by the county annually from the appropriation under subdivision (a) of Item 3680-105-516 of the Budget Act of 1995 or from any subsequent appropriation received from the state specifically for the operation or maintenance of the granted lands and improvements. However, in no event shall that payment exceed the sum of one million

Additions or changes indicated by underline; deletions by asterisks \* \* \*

five hundred thousand dollar Recreation Fund.

(3) Notwithstanding Section paragraph (2) shall remain i

(c) Any operating agreement to any of the real property terminated by operation of l

(d) There is hereby except subdivision (a) all mineral de surface rights of entry.

(e) The transfer of all right (a) shall be subject to the f

(1)(A) No new or expand

(B) Any project for new not exceed an estimated cost as adjusted annually to refl Services. Any authorizati projects that provide for th and enhancement of, recre operation, and maintenance (b). The per-project limit amount specified in this su division of the project into whole of an action that con extension or betterment of

(C) Notwithstanding sub contain a provision that a (project number SL-19-00 for noncommercial develop

(2) The granted lands ar For purposes of this sect pledging the property as c security for borrowed fund with the public recreation.

(f) As an alternative to : each condition set forth in : in conjunction for specific perf

(g) On and after June 30 Los Angeles Fire Departu waters within the County : an alternative source of fu

(h) This section shall be adopts a resolution accept accordance with this secti

(Added by Stats.1995, c. 4

Operation of this se see subd. (h).

§ 5003.02. Repealed by :

The repealed section, added related to a concession cont Beach.

Additions or

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PUBLIC RESOURCES CODE

PUBLIC RESOURCES CODE

§ 5003.02  
Repealed

five hundred thousand dollars (\$1,500,000). The returned funds shall be deposited in the State Parks and Recreation Fund.

(3) Notwithstanding Section 885.030 of the Civil Code, the state's power of termination pursuant to paragraph (2) shall remain in effect in perpetuity.

(c) Any operating agreement between the State of California and the County of Los Angeles pertaining to any of the real property described in subdivision (a), in existence at the time of the grant, shall be terminated by operation of law upon the conveyance of the real property to the County of Los Angeles.

(d) There is hereby excepted and reserved to the State of California from the grants made pursuant to subdivision (a) all mineral deposits, as defined in Section 6407, which lie below a depth of 500 feet, without surface rights of entry.

(e) The transfer of all rights, title, and interest in the lands and improvements described in subdivision (a) shall be subject to the following restrictions, which shall be specified in each deed:

(1)(A) No new or expanded commercial development shall be allowed on the granted real property.

(B) Any project for new or expanded noncommercial development on the granted real property shall not exceed an estimated cost limitation for each project of two hundred fifty thousand dollars (\$250,000), as adjusted annually to reflect the California Construction Index utilized by the Department of General Services. Any authorization for new and expanded noncommercial development shall be limited to projects that provide for the safety and convenience of the general public in the use and enjoyment of, and enhancement of, recreational and educational experiences, and shall be consistent with the use, operation, and maintenance of the granted lands and improvements as required pursuant to subdivision (b). The per-project limitation in this paragraph shall apply in the aggregate, so that not more than the amount specified in this subparagraph may be expended for the project as a whole, regardless of any division of the project into phases or parts. For purposes of this subparagraph, "project" means the whole of an action that constitutes the entirety of the particular type of new construction, alteration, or extension or betterment of an existing structure.

(C) Notwithstanding subparagraph (B), the deed for the conveyance of Royal Palms State Beach shall contain a provision that allows for the implementation of the state-approved local assistance grant (project number SL-19-003) to the County of Los Angeles already approved in the Budget Act of 1988 for noncommercial development to rehabilitate the existing park infrastructure at that state beach.

(2) The granted lands and improvements may not be subsequently sold, transferred, or encumbered. For purposes of this section, "encumber" includes, but is not limited to, mortgaging the property, pledging the property as collateral, or any other transaction under which the property would serve as security for borrowed funds. Any lease of the granted lands or improvements shall only be consistent with the public recreation and beach purposes of this section.

(3) As an alternative to the exercise of the power of termination for a material breach of conditions, each condition set forth in this section shall be enforceable as a covenant and equitable servitude through injunction for specific performance issued by a court of competent jurisdiction.

(4) On and after June 30, 1998, it is the intent of the Legislature that any application by the County of Los Angeles Fire Department to secure state funding support for boating safety and enforcement on waters within the County of Los Angeles shall be given priority consideration by the Legislature, unless an alternative source of funding is secured prior to that date which serves the same or similar purposes.

(5) This section shall become operative only if the Board of Supervisors of the County of Los Angeles adopts a resolution accepting the fee title grants, in trust for the people of the State of California, in accordance with this section, of the lands and improvements described in subdivision (a).

(Added by Stats.1995, c. 472 (S.B.909), § 1, eff. Sept. 15, 1995.)

Operative Effect

Operation of this section is contingent on adoption of a resolution by the county supervisors, see subd. (h).

§ 5003.02. Repealed by Stats.1993, c. 46 (S.B.389), § 1

Historical and Statutory Notes

The repealed section, added by Stats.1988, c. 1614, § 7, related to a concession contract for Santa Monica State Beach.

Additions or changes indicated by underline; deletions by asterisks \* \* \*

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**STAR WISNIEWSKI**  
DIRECTOR

**COUNTY OF LOS ANGELES**  
**DEPARTMENT OF BEACHES AND HARBORS**



**KERRY GOTTLIEB**  
DEPUTY DIRECTOR

**JUDITH KENDALL**  
DEPUTY DIRECTOR

June 20, 1996

Ms. Arlene Pinzler, District Deputy  
Assemblywoman Debra Bowen's Office  
18411 Crenshaw Blvd., Suite 200  
Torrance, CA 90504

Dear Ms. Pinzler:

**LOS ANGELES COUNTY - SUN SHELTERS  
& BEACH INFORMATION DIRECTORIES**

It was requested by your office that Los Angeles County Department of Beaches and Harbors (hereinafter variously "Department" or "County") provide information concerning the Sun Shelter and Beach Information Directories programs that are under permit consideration by the California Coastal Commission. In so doing, I would first like to provide background information on our Department's overall public service marketing program and then focus on the Sun Shelter and Beach Information Directories programs in particular.

**Background**

The Department has been developing public service marketing programs since the mid eighties in an effort to continue providing quality services to the over 60 million beachgoers visiting County owned or operated beaches each year. Enclosed is a list of all of our current marketing programs in order that you can see the diversity of the various programs and the much-needed revenue and cost avoidance which are achieved through our various public/private marketing agreements.

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<b>County's Letter to Assemblywoman Bowen</b>
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 California Coastal Commission

EXHIBIT NO. 13

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As you are aware, local government has experienced funding cuts for the past six years and our marketing program has allowed the County to continue to maintain the level of services/amenities at our beaches during these difficult times. With the downsizing of government, we found ourselves increasingly unable to maintain in good condition our beach amenities, thereby causing their removal to the detriment of beachgoers' needs. Through our marketing program contracts, private sponsors agree not only to construct and install these amenities, but also to maintain, repair and replace those which have become damaged or destroyed. Additionally, our corporate sponsors enable us to provide much-needed recreational programs for our youth. For instance, if it weren't for our Lifeguard Tower Safety Sign sponsor, the County would be forced to eliminate its successful W.A.T.E.R. (Water, Awareness, Training, Education and Recreation) program, which brings inner-city youth to the beach and teaches them to surf, swim and play with other children from various ethnic and geographic backgrounds at no cost to the participant.

The following is a description of the Sun Shelter and Beach Information Directories programs. I have enclosed a color photocopy of both a picture of a Sun Shelter and a rendering of a Beach Information Directory for your convenience. Specifications for both of these structures are contained on the shop/working drawings also enclosed.

#### Sun Shelter Program

The Department developed the Sun Shelter program in 1992 in response to the flow of medical data being reported concerning the danger of overexposure to the sun. The program was also in response to lifeguards' complaints that people experiencing fatigue on their bikes would stop in the middle of the bike path and cause accidents. Thus, our Sun Shelters with their interior benches were conceived and created to provide an oasis of shade and comfort, as well as a resting place, for those who have grown tired or need a respite from the effects of the sun.

It is interesting to note that Assemblywoman Bowen was then serving as a Board-appointed member of the County of Los Angeles Beach Advisory Committee and was present at the Committee meeting at which this particular program was endorsed. At that time, Assemblywoman Bowen voted along with the rest of her Committee colleagues to unanimously

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recommend the Sun Shelter program to the Board of Supervisors. At that particular meeting, the tower safety sign, telephone kiosk, and bench and bike rack marketing contracts were also unanimously approved.

It is also important to note that the Sun Shelters had been installed for over three years when the State transferred the eight beaches to the County in 1995. At that time, the County was working with the State of California Department of Parks and Recreation as a co-applicant on the Coastal Commission permit for both the Sun Shelter and Beach Information Directories programs.

There are a total of twenty-two (22) Sun Shelter locations strategically placed along the 31 miles of coastline controlled by the County, seven of which are on beaches transferred from the State. No additional Sun Shelters are contemplated.

For the past two years, we have worked cooperatively with the Coastal Commission staff to evaluate each Sun Shelter location as to its public service value and to make certain that it does not interfere with the public's beach view corridor. As a part of this process, we agreed to relocate eight Sun Shelters to sites preferred/recommended by Coastal Commission staff. As a result of this cooperative effort, Coastal Commission staff were able to give our permit application a positive staff report. The County will implement the staff's recommendations upon receiving permit approval from the Commission.

The sponsor constructed, installed, and maintains the Sun Shelters, guaranteeing that the Sun Shelters will be repaired within 72 hours and are cleaned and the graffiti removed on a routine basis. The Mediterranean design of the Sun Shelter was required by the County and is consistent with the architecture of new beach facilities, e.g., restrooms.

#### Beach Information Directories Program

The concept of the Beach Information Directories grew out of a lifeguard's suggestion to provide facility brochures (with maps included) to beach patrons. We modified the suggestion to incorporate maps on a fixed information kiosk, believing that distributing paper maps would create potential litter problems.

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Assemblymember Powers

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The proposed Beach Information Directories will be three- or four-sided kiosks placed in parking lots and next to beach accessways. Each kiosk will contain two public service message panels, one regarding site specific information and the other containing ocean-related educational information. The site-specific panel will contain a map of the beach and the local environs, including the location of beach facilities (i.e., restrooms, accessways) and emergency services (i.e., police, fire, lifeguards), emergency telephone numbers, a beach history, and coastal flora and fauna information. We will be coordinating with organizations such as the American Oceans Campaign, Coastal Commission, and local animal rescue operations to create the contents of the second information panel, to include educational information concerning, for instance, storm drain run-off, rip currents, and what to do if an ocean animal has been washed up on the shore.

Contemplated are a total of twenty-eight (28) Beach Information Directories' sites. Many local government agencies support the Beach Information Directories program and will work with us to design each area's facility map and public service information.

The sponsor will construct and install the Beach Information Directories, including the public service messages, and provide ongoing maintenance. The sponsor will also adapt the design of each Directory to the area's architecture.

### Conclusion

It is the County's intent to provide a safe and enjoyable experience at our beaches for our local users, as well as our tourists. We, too, are concerned about the over-commercialization of our natural resources and, thus, have been quite sensitive to both the location and the totality of our public service programs. We believe we have been creative and respectful in designing public/private partnerships that recognize both the value of our beaches as natural resources and the need to provide amenities to satisfy urban beachgoer demands. These amenities require constant and intensive maintenance due to both natural (i.e., rust) and urban (i.e., vandalism and graffiti) occurrences. Given our fiscal limitations, we believe we have been uniquely successful in meeting user demands during these trying fiscal times.

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County's Letter to  
Assemblyman Bowen

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Ms. Arlene Pinzler  
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We believe our success has been specifically acknowledged by other governmental entities, including the State, as reflected in the very same State legislation which transferred the eight beaches to the County in 1995 and in our being approached by other jurisdictions to provide both marketing information and services to assist them in meeting their local needs. In this regard, we are completing a joint powers agreement with the State, Orange County and various Orange County beach cities to provide marketing services for Orange County beaches, because of their belief that similar marketing efforts will assist these entities in providing services to their residents and visitors. Additionally, in AB 909 (Bowen), the State secured for itself the ability to enter into marketing agreements similar to the County's to assist the State in efforts to secure long-term private funding sources for all units in the State park system, thereby ensuring that these units are preserved and open for public use and enjoyment.

We would welcome your support. If we might provide you with further information or otherwise assist you, please feel free to call me at (310) 305-9562.

Very truly yours,

STAN WISNIEWSKI, DIRECTOR



D. E. Brogan  
Head, Marketing

SW:DEB:ec  
Enclosures

c: California Coastal Commission

**MARKETING SECTION REVENUE GENERATION  
FISCAL YEAR 1998-97**

PROGRAM	DESCRIPTION	CASH	SAVINGS
Beach Vehicle So. Cal Ford Dealers Assoc.	Sponsor agrees to provide 40 vehicles to be used in lifeguard operations and youth programs in exchange for the exclusive right to advertise as the "Official Vehicle of LA County Beaches."	\$0	\$510,000
Trash Barrel Adapt-A-Highway	Sponsor provides a minimum of 3,000 and up to 6,000 (55 gallon) trash barrels per year and a cash fee or percentage (whichever is greater) for the right to advertise on the trash barrels; the funding is designated for beach maintenance.	\$80,000	\$50,000
Sunshelter Transportation Display, Inc.	Sponsor has the right to sell advertising space on the 22 sunshelters; each sunshelter has two ad panels; fee is a guaranteed minimum of \$2500 per shelter plus 30-50% of advertising revenue, presently at 35%.	\$200,000	\$0**
Lifeguard Tower Safety Signs Transportation Display, Inc.	Sponsor provides signage that combines 3 safety signs into 1 (5'x 6') sign displayed on the back of lifeguard towers in exchange for the right to sell advertising on a 27"x 54" portion; signage provides funding for the Department's W.A.T.E.R. Youth program.	\$210,000	\$0**
Telephone Kiosk Transportation Display, Inc.	Sponsor has the right to place a 27"x 54" ad on the side panels of telephone booths; revenue is generated from the guaranteed minimum or a percentage of the advertising sales, whichever is larger.	\$94,725	\$0**
Lifeguard Uniform Authentic Fitness Corp.	Sponsor agrees to provide 900 lifeguard uniforms and wholesale pricing on uniforms for the Department's youth programs in exchange for the right to promote itself as the "Official Swimwear Sponsor of LA County Beach Lifeguards."	\$0	\$52,000
Volleyball Nets Authentic Fitness Corp.	Sponsor will pay a fee for the right to place its name identification on volleyball nets and donate a minimum of 60 nets annually.	\$5,000	\$0**
Tire Donation Firestone, Inc.	Sponsor agrees to donate a minimum of 185 tires for 37 lifeguard vehicles in exchange for the right to place name identification on the lifeguard vehicles.	\$0	\$35,000

\*\*Sponsor responsible for construction, installation and on-going maintenance

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APPLICATION NO. 5-95-144
County's Letter to Assemblywoman Boyce
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California Coastal Commission

**MARKETING SECTION REVENUE GENERATION  
FISCAL YEAR 1988-97**

<b>PROGRAM</b>	<b>DESCRIPTION</b>	<b>CASH</b>	<b>SAVINGS</b>
Free Standing Safety Signs M & D Enterprises (Supplier)	Sponsor pays for the right to place name identification on free standing safety signs.	\$17,500	\$0**
Non-Carbonated Vending Machines Snapple (Sponsor) M & D Enterprises (Vendor)	Sponsor entitled to sell product on 31 miles of beaches and agrees to sponsor the Free Standing Safety Sign program. Vend Operator pays 35% of gross sales from vending machines.	\$20,000	\$0
Benches Coca Cola Co. (Proposed)	Sponsor pays a guaranteed fee for the right to place ads on 100 benches.	\$20,000	\$0**
Soda Vending Machines Coke/assorted beverages Coca Cola Co. (Sponsor) M & D Enterprises (Vendor)	Sponsor entitled to sell soda product on 31 miles of beaches and agrees to sponsor the bench program. Vend Operator pays 35% of gross sales from vending machines and mobile cart.	\$20,000	\$0
Tideboards Arrowhead (Proposed)	Sponsor pays for the right to place name identification in a 12' x 36" space at the bottom of a chalkboard that contains daily weather and tide conditions, provides 2,000 cases of water annually for beach operations, in exchange for the right to promote itself as the "Official Bottled Water" Sponsor of Los Angeles County Beaches/Lifeguards.	\$50,000	\$45,000
Water Vending Machines Arrowhead water (Proposed) Arrowhead Co. (Sponsor) M & D Enterprises (Vendor)	Sponsor entitled to sell water on 31 miles of beaches and agrees to sponsor the lifeguard program. Vend Operator pays 35% of gross sales from vending machines.	\$30,000	\$0
Bike Rack City-Info (Proposed)	Sponsor pays a guaranteed fee for the right to place ads on 35 bike racks.	\$30,000	\$0**

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Assemblywoman Peters

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California Coastal Commission

\*\*Sponsor responsible for construction, installation and on-going maintenance

**MARKETING SECTION REVENUE GENERATION  
FISCAL YEAR 1986-87**

PROGRAM	DESCRIPTION	CASH	SAVINGS
Time and Temp Board No current agreement	Sponsor provides time and temperature gauges for all lifeguard towers and pays for the right to place name identification on the board.	\$0	\$0
Parking Slubs No current agreement	Sponsor pays for the right to place an ad-coupon on the back of the parking slubs handed out at L.A. County Beach parking facilities.	\$0	\$0
200 Line Operating	An \$0.85 per minute charge to telephone customers seeking information on surf conditions, weather, diving conditions, beach events, youth programs, sailing/wind conditions and parking.	varies depending on usage	\$0
<b>Total</b>		<b>\$777,225</b>	<b>\$492,000</b>
<b>COMBINED TOTAL</b>			<b>\$1,269,225</b>

WP:wp

\*\*Sponsor responsible for construction, installation and on-going maintenance

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 5-95-144  
 County's Letter to  
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