

## CALIFORNIA COASTAL COMMISSION

CENTRAL COAST AREA OFFICE  
725 FRONT STREET, SUITE 300  
SANTA CRUZ, CA 95060  
(8) 427-4863  
HEARING IMPAIRED: (415) 904-5200



M3a

Page 1 of 3  
Permit Application No. 3-98-048  
Date: 5/4/98

ADMINISTRATIVE PERMIT

**APPLICANT:** Seaside Company Beach and Boardwalk  
Carl Henn, Operations Manager

**PROJECT DESCRIPTION:** Remove two existing 2' x 2' x 8' tall slumpblock columns; replace with steel columns (20 feet high) to support a new overhead entry arch sign: WELCOME TO THE BOARDWALK.

**PROJECT LOCATION** Existing Entrance Way at Walkway III, Santa Cruz Beach and Boardwalk, 400 Beach Street, Santa Cruz, Santa Cruz County; APN 05-341-21.

**EXECUTIVE DIRECTOR'S DETERMINATION:** The findings for this determination, and for any special conditions, appear on subsequent pages.

Note: P.R.C. Section 30624 provides that this permit shall not become effective until it is reported to the Commission at its next meeting. If one-third or more of the appointed membership of the Commission so request, the application will be removed from the administrative calendar and set for public hearing at a subsequent Commission meeting. Our office will notify you if such removal occurs.

This permit will be reported at the following time and place:

Monday, June 10, 1998 at 10am  
RADISSON HOTEL - SANTA BARBARA  
1111 E. Cabrillo Blvd.  
Santa Barbara, CA 93103  
(805) 963-0744

IMPORTANT - Before you may proceed with development, the following must occur:

Pursuant to 14 Cal. Code of Regulations Sections 13150(b) and 13158, you must sign the enclosed duplicate copy acknowledging the permit's receipt and accepting its contents, including all conditions, and return to our office. Following the Commission's meeting, and once we have received the signed acknowledgment and evidence of compliance with all special conditions, if applicable, we will send you a Notice of Administrative Permit Effectiveness.

**BEFORE YOU CAN OBTAIN ANY LOCAL PERMITS AND PROCEED WITH DEVELOPMENT, YOU MUST HAVE RECEIVED BOTH YOUR ADMINISTRATIVE PERMIT AND THE NOTICE OF PERMIT EFFECTIVENESS FROM THIS OFFICE.**

PETER DOUGLAS  
Executive Director

By: 

Title: Dist. Chief Planner

**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 the 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 conditions 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.

**SPECIAL CONDITIONS - None**

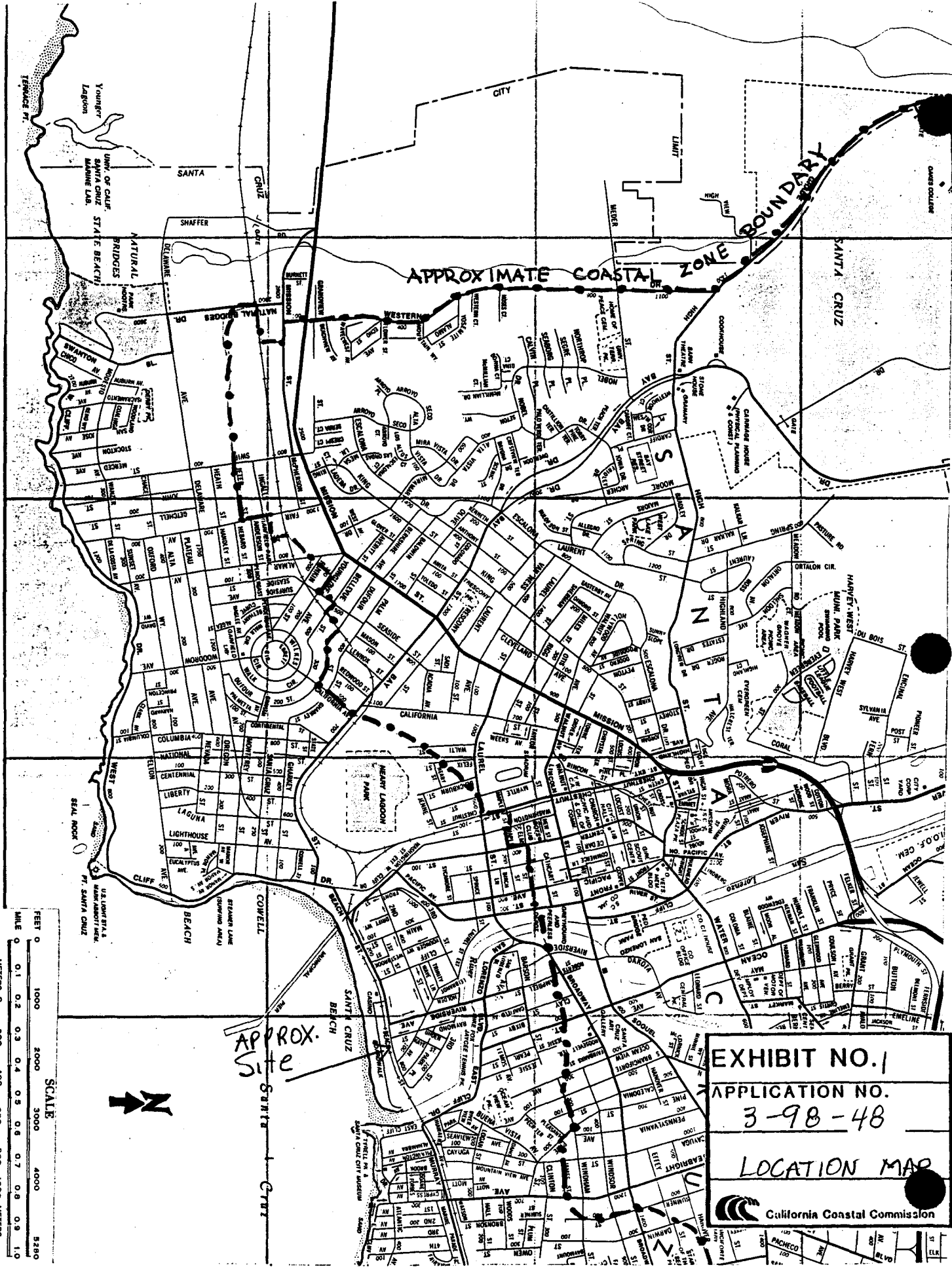
EXECUTIVE DIRECTORS DETERMINATION (continued):

The Executive Director hereby determines that the proposed development is a category of development which pursuant to PRC Section 30624, qualifies for approval by the Executive Director through the issuance of an administrative permit. Subject to Standard and Special Conditions as attached, said development is in conformity with the provisions of Chapter 3 of the Coastal Act of 1976, will not prejudice the ability of the local government to implement its Local Coastal Program that is in conformity with the provisions of Chapter 3, and will not have any significant impacts on the environment within the meaning of the California Environmental Quality Act. If located between the nearest public road and the sea, this development is in conformity with the public access and public recreation policies of Chapter 3.

FINDINGS FOR EXECUTIVE DIRECTOR'S DETERMINATION

The Seaside Company Beach and Boardwalk, a 12-acre amusement park, is one of the City's major visitor attractions. The proposed sign will help define the main entrance to the park. The sign will be outlined in "chasing lights" which successively light, as are several of the park's rides. It is also lower in height than the surrounding structures, and is consistent with the visual character of the setting. The sign will not affect public access. No coastal issues have been identified. See Exhibits 2 and 3 attached.

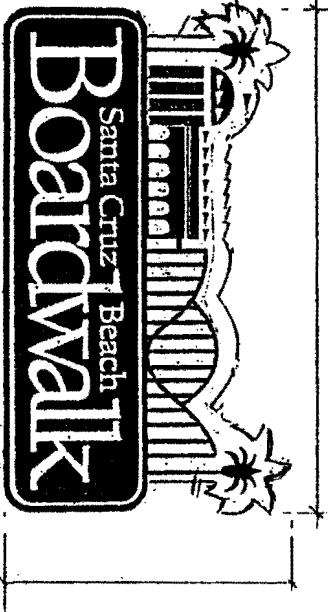
Therefore, as conditioned, the proposed project is found consistent with the Chapter 3 policies of the Coastal Act.



**EXHIBIT NO. 1**  
**APPLICATION NO.**  
**3-98-48**  
**LOCATION MAP**  
 California Coastal Commission

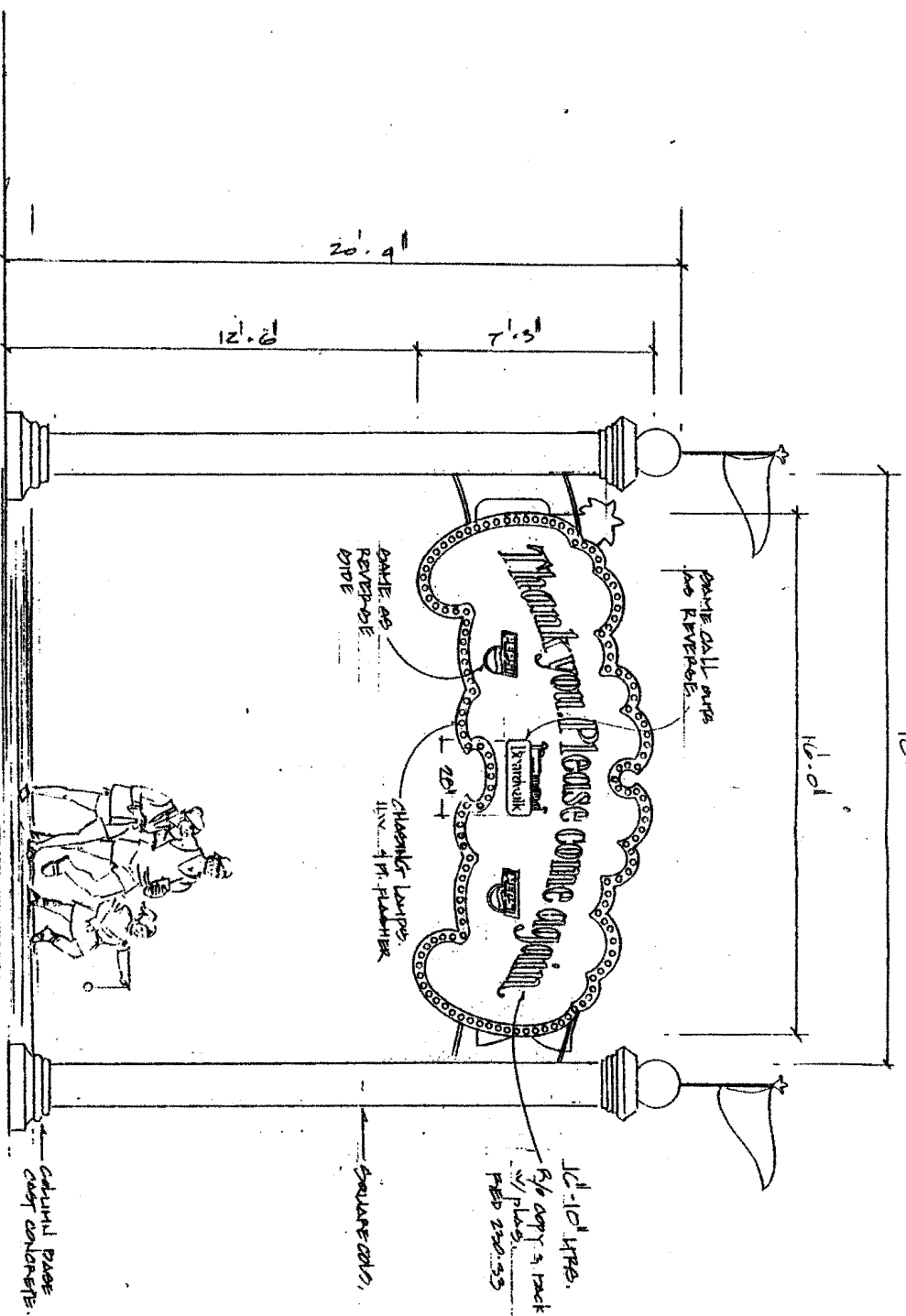
**SCALE**  
 FEET 0 1000 2000 3000 4000 5280  
 MILE 0 0.1 0.2 0.3 0.4 0.5 0.6 0.7 0.8 0.9 1.0  
 METERS 0 200 400 600 800 1000 METERS  
 ONE KILOMETER 2/3 MILE





PAINT CALL OUTS AS REVERSE SIDE.

REVERSE SIDE OF "WISCONSIN" SIGN - 1/2" - 11.01



**RECEIVED**

MAY 05 1998

CALIFORNIA  
COASTAL COMMISSION  
CENTRAL COAST AREA

PK 2 - New poles. / 14 Apr. '98  
REV #1 REMOVE SMALL WORK 4.9.78

3-98-48  
CALIFORNIA COASTAL COMMISSION  
EXHIBIT 3