

**CALIFORNIA COASTAL COMMISSION**

South Coast Area Office  
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Filed: 12/1/98  
 49th Day: 1/19/99  
 180th Day: 5/30/99  
 Staff: CP-LB  
 Staff Report: 1/14/99  
 Hearing Date: February 3, 1999  
 Commission Action:

**RECORD PACKET COPY****STAFF REPORT: REGULAR CALENDAR****APPLICATION NUMBER: 5-98-481****APPLICANT: City of Long Beach****AGENT: Stephen T. Conley, BANCAP****PROJECT LOCATION: 6400 Marina Drive, Alamitos Bay Marina, City of Long Beach****PROJECT DESCRIPTION: Removal of a 25 foot high pole sign and replace with a new 31 foot high monument sign.****LOCAL APPROVAL: Standards Variance Case No. 9709-29 (2/19/98).****SUMMARY OF STAFF RECOMMENDATION:**

This is an after-the-fact permit application. Staff is recommending that the Commission grant a Coastal Development Permit for the proposed development with no conditions. The proposed sign design and scale does not: (a) obstruct views to or along the coast from publicly accessible places; (b) adversely impact public access to and use of the water; (c) adversely impact public recreational use of a public park or beach; or (d) otherwise adversely affect recreation, access or the visual resources of the coast.

A Coastal Development Permit is required from the Commission for the proposed development because it is located on State Tidelands within the Commission's area of original jurisdiction. Pursuant to Section 30519 of the Coastal Act, any development located within the Commission's area of original jurisdiction requires a Coastal Development Permit from the Commission. The Commission's standard of review for the development proposed on State Tidelands is the Chapter 3 policies of the Coastal Act. The City of Long Beach certified LCP, which includes the Queensway Bay Development Plan, is advisory in nature and may provide guidance.

**STAFF RECOMMENDATION:**

The staff recommends that the Commission adopt the following resolution:

**I. Approval with Conditions**

The Commission hereby **GRANTS** a permit, subject to the conditions below, for the proposed development on the grounds that the development 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 government 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 the 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 effects 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. Findings and Declarations

The Commission hereby finds and declares:

#### A. Project Description

The City of Long Beach has submitted Coastal Development Permit application 5-98-481 in order to receive an after-the-fact Commission approval to for the replacement of an identification sign for Alamitos Bay Marina and the restaurants located therein (Exhibit #2). A 25-foot high pole sign has been removed. The proposed sign is a 31-foot high, 15-foot wide monument sign with text on the front and back. The sign is located on publicly owned State Tidelands that are administered by the City of Long Beach.

#### B. Scenic Resources

The primary concern is that the proposed sign on public property could result in negative impacts to public recreation areas along the City's coast by obstructing public views or impeding public access and recreation. In order to protect public access, recreation and visual resources, a provision of Long Beach LCP Amendment No. 2-98A requires that impacts to public views, recreation and access are considered whenever a sign is approved on public property near the coast.

Section 30251 of the Coastal Act states in part that:

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...be visually compatible with the character of surrounding areas...

The proposed sign encourages public access to Alamitos Bay Marina by identifying its location. The position of the sign within a grove of palms reduces its visual impact because the palms already obscure the view of the background. The background, when viewed toward the shoreline, is a shipyard and the Second Street bridge over Alamitos Bay. When viewed from the side, the sign is obscures very little of the view because it is only 24 inches wide. The text on the sign occupies only the front and back of the sign. The use of one monument sign to identify the marina and six restaurants eliminates the need for individual signs for each restaurant.

Therefore, the proposed sign design and scale does not: (a) obstruct views to or along the coast from publicly accessible places; (b) adversely impact public access to and use of the water; (c) adversely impact public recreational use of a public park or beach; or (d) otherwise adversely affect recreation, access or the visual resources of the coast.

**C. California Environmental Quality Act**

Section 13096(a) 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)(A) of CEQA prohibits a proposed development from being approved if there are feasible alternatives or feasible mitigation measures available which would substantially lessen any significant adverse effect which the activity may have on the environment.

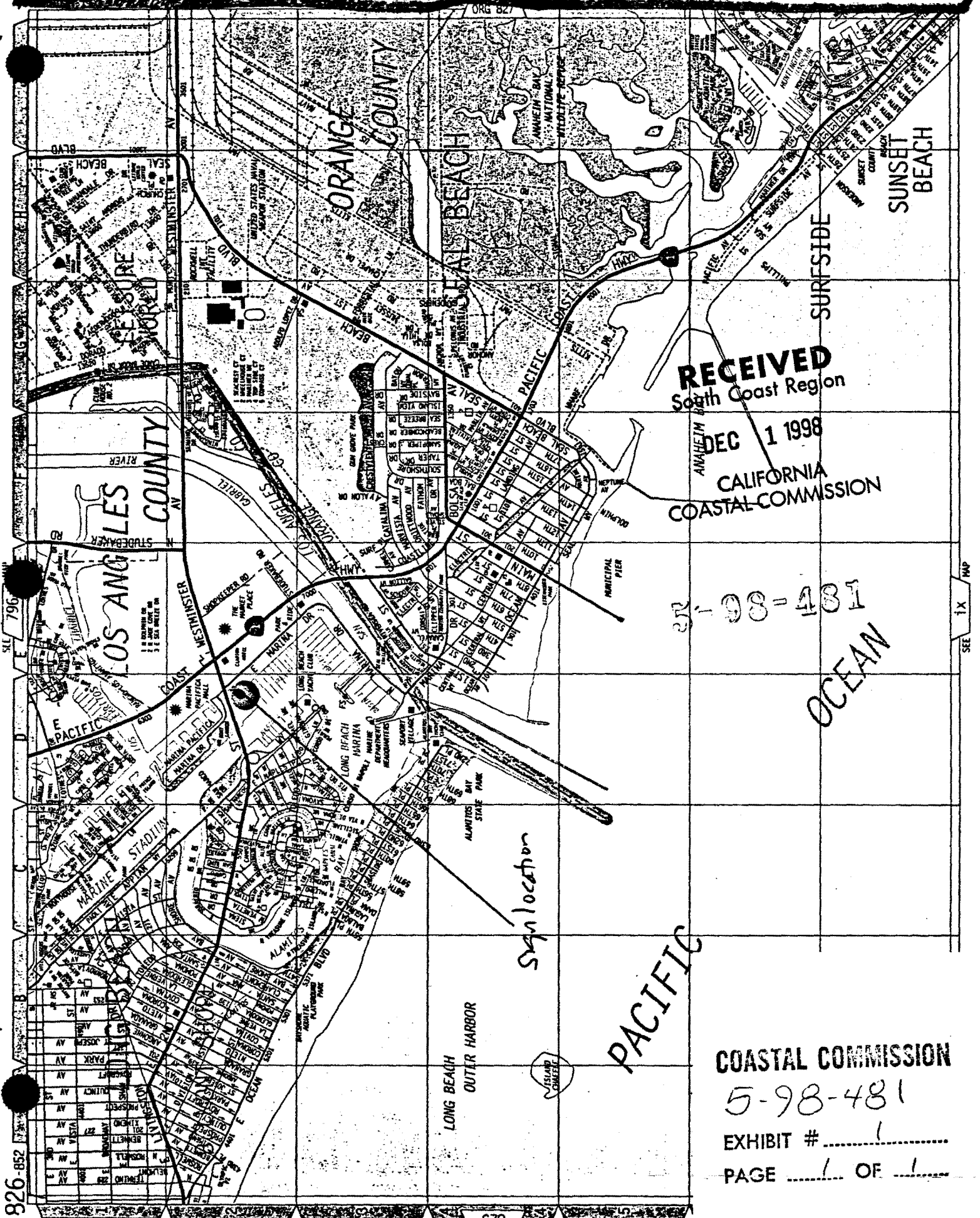
The project as proposed is the least environmentally damaging alternative and there are no feasible alternatives or feasible mitigation measures available which would substantially lessen any significant adverse effect which the activity may have on the environment. Therefore, the Commission finds that the proposed project is consistent with CEQA and the policies of the Coastal Act.

**D. Violation**

This is an after-the-fact permit request. Consideration of this application has been based solely upon the Chapter 3 policies of the Coastal Act. Review of this permit amendment does not constitute a waiver of any legal action with regard to any violation of the Coastal Act that may have occurred. The Commission will act on this application without prejudice.

End/cp

ATTACHMENT 6A TO COASTAL DEVELOPMENT PERMIT APPLICATION  
FOR REPLACEMENT SIGN



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COASTAL COMMISSION

5-98-481  
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5-98-481  
EXHIBIT # 1  
PAGE 1 OF 1

826-852

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SEE IX MAP

**ATTACHMENT 7A**  
**TO COASTAL DEVELOPMENT**  
**PERMIT APPLICATION FOR**  
**REPLACEMENT SIGN**

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15-0"  
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PLANS APPROVED BY  
 DEPT OF BUILDING & SAFETY  
 CITY OF LONG BEACH

AUG 06 1998

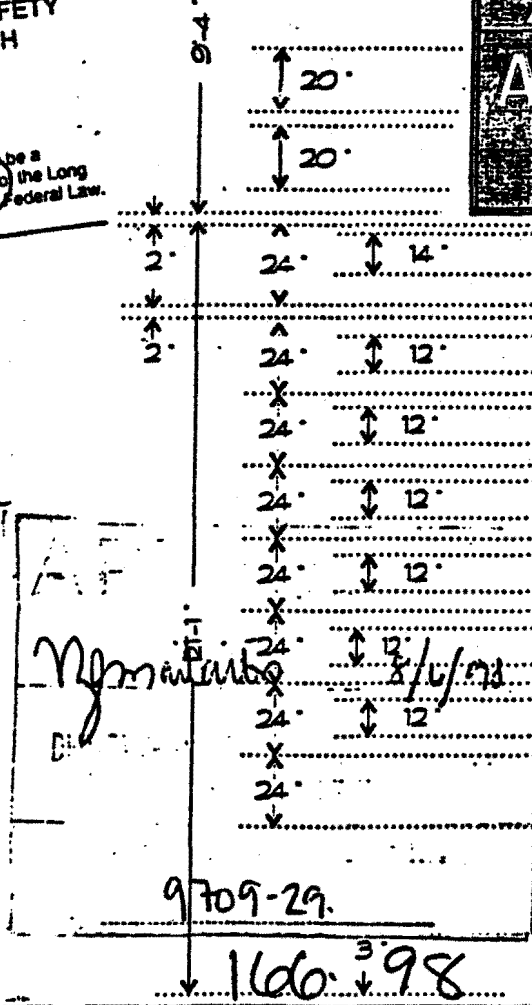
This Approval shall not be construed to be a  
 permit for, or approval of any violation of the Long  
 Beach Municipal Code or any State or Federal Law.  
 By *[Signature]*



**RESTAURANTS**

Neon Arrc. ←

- Khoury's
- Jolly Roger
- La Mirage
- Crab Pot
- Schooner or Later
- Rusty Pelican



**INTERNALLY ILLUMINATED DOUBLE-FACE PROJECT & TENANT SIGN**

One (1) Sign Requested

Scale: 3/16" = 1'-0" @ 8.5 x 1

**TOP CABINET** to be custom fabricated double-face Mark 10 extruded aluminum cabinet with access to lamps, ballasts and wiring via Superior's patented 'Swing-pinned' retainer system. Faces to be 'Soft Facing' flexible polyester reinforced translucent white fabric material secured in structure on all sides to protect against blowout. Cabinet finish to be automotive enamel over primer undercoat. Internal illumination to be High Output 800ma fluorescent lamps.

**BOTTOM CABINET** to be custom fabricated aluminum with replaceable tenant panels. Tenant panels to be routed-out aluminum backed up with colored acrylic plastic. Cabinet finish to be automotive enamel over primer undercoat. Internal illumination to be High Output 800ma fluorescent lamps. BASE and footings TBD per engineering.

**COASTAL COMMISSION**

5-98-481

EXHIBIT # 2

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