

**CALIFORNIA COASTAL COMMISSION**

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

Permit Application No. 5-04-345

November 18, 2004

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**W6b****RECORD PACKET COPY****ADMINISTRATIVE PERMIT****APPLICANT:** MCC Redondo Beach II, LLC (Redondo Beach Marina)**PROJECT****DESCRIPTION:** Replace the existing 20-foot high "Redondo Beach Marina" sign with a new 20-foot high illuminated sign in the same location.**LOCATION:** 181 North Harbor Drive (intersection of Harbor Drive & Portofino Way),  
City of Redondo Beach, Los Angeles County.**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 to the Commission at the following time and place:

**Wednesday, December 8, 2004, 10:00 a.m.**  
**The Marin County Civic Center – Board of Supervisors Chambers**  
**Administrative Bldg., Room 322**  
**San Rafael, CA 94903**

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

Pursuant to 14 Cal. Admin. Code 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 it to our office. Following the Commission's meeting, and once we have received the signed acknowledgement and evidence of compliance with all special conditions, 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

A handwritten signature in black ink, appearing to read "Charles R. Posner".

By: Charles R. Posner  
Title: Coastal Program Analyst

**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. Interpretation. Any questions of intent or interpretation of any term or condition will be resolved by the Executive Director or the Commission.
4. Assignment. The permit may be assigned to any qualified person, provided assignee files with the Commission an affidavit accepting all terms and conditions of the permit.
5. Terms and Conditions Run with the Land. These terms and conditions shall be perpetual, and it is the intention of the Commission and the permittee to bind all future owners and possessors of the subject property to the terms and conditions.

**SPECIAL CONDITIONS:** See Page Four.

**EXECUTIVE DIRECTOR'S 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 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:**

**A. Project Description**

The proposed project involves the replacement of the existing 20-foot high wooden "Redondo Beach Marina" sign with a new 20-foot high illuminated "Redondo Beach Marina" sign (See Exhibits). The new sign would be erected, after the existing wooden sign is taken down, in the same location (Exhibit #2). The proposed new aluminum cabinet sign, with internal fluorescent illumination, is eleven feet wide (Exhibit #4). The existing sign is fourteen feet wide.

**B. Development – Visual Resources**

The development is located within an existing developed area and, as conditioned, will be compatible with the character and scale of the surrounding area, has been designed to assure structural integrity, and will avoid cumulative adverse impacts on public access. Therefore, the Commission finds that the development, as conditioned, conforms with Sections 30250, 30251, 30252, 30253 and the public access provisions of the Coastal Act.

**C. Recreation**

The proposed development, as conditioned, does not interfere with public recreational use of coastal resources. The proposed development, as conditioned, protects coastal areas suited for recreational activities. Therefore, the Commission finds that the proposed development, as conditioned, is in conformity with Sections 30210 through 30214 and Sections 30220 through 30223 of the Coastal Act regarding the promotion of public recreational opportunities.

**D. Public Access**

As conditioned, the proposed development will not have any new adverse impact on public access to the coast or to nearby recreational facilities. Thus, as conditioned, the proposed development conforms with Sections 30210 through 30214, Sections 30220 through 30224, and 30252 of the Coastal Act.

**E. Water Quality**

The proposed work will be occurring in a location where there is a potential for a discharge of polluted runoff from the project site into coastal waters. The storage or placement of construction material, debris, or waste in a location where it could be carried into coastal waters would result in an adverse effect on the marine environment. To reduce the potential for construction related impacts on water quality, the Commission imposes special conditions requiring, but not limited to, the appropriate storage and handling of construction equipment and materials to minimize the potential of pollutants to enter coastal waters. As conditioned, the Commission finds that the development conforms with Sections 30230 and 32031 of the Coastal Act.

**F. Local Coastal Program**

A coastal development permit is required from the Commission for the proposed development because it is located within the Commission's area of original jurisdiction. The Commission's standard of review for the proposed development is the Chapter 3 policies of the Coastal Act. The City of Redondo Beach certified LCP is advisory in nature and may provide guidance. The Commission certified the City of Redondo Beach LCP on September 11, 2003. As conditioned, the proposed development is consistent with Chapter 3 of the Coastal Act and with the certified LCP for the area.

**G. California Environmental Quality Act (CEQA)**

As conditioned, 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, as conditioned to mitigate the identified impacts, is the least environmentally damaging feasible alternative and can be found consistent with the requirements of the Coastal Act to conform to CEQA.

**SPECIAL CONDITIONS:**

**1. Permit Compliance**

All development must occur in strict compliance with the proposal as set forth in the application for permit, subject to the special conditions. Any deviation from the approved plans must be submitted for review by the Executive Director to determine whether an amendment to this coastal development permit is required.

**2. Construction Responsibilities and Debris Removal**

The permittee shall comply with the following requirements:

- a) Erosion control/sedimentation Best Management Practices (BMPs) shall be used to control sedimentation impacts to coastal waters during construction. BMPs shall include, but are not limited to: placement of sand bags around drainage inlets to prevent runoff/sediment transport into the storm drain system and a pre-construction meeting to review procedural and BMP guidelines.
- b) No construction materials, equipment, debris, or waste shall be placed or stored where it may be subject to wave, wind, or rain erosion and dispersion, or where it may enter a storm drain leading to the ocean.
- c) Any and all debris resulting from construction and/or demolition activities shall be removed from the project site within 24 hours of completion of demolition and/or construction, and disposed of at an appropriate location outside of the coastal zone.

**ACKNOWLEDGMENT OF PERMIT RECEIPT/ACCEPTANCE OF CONTENTS:**

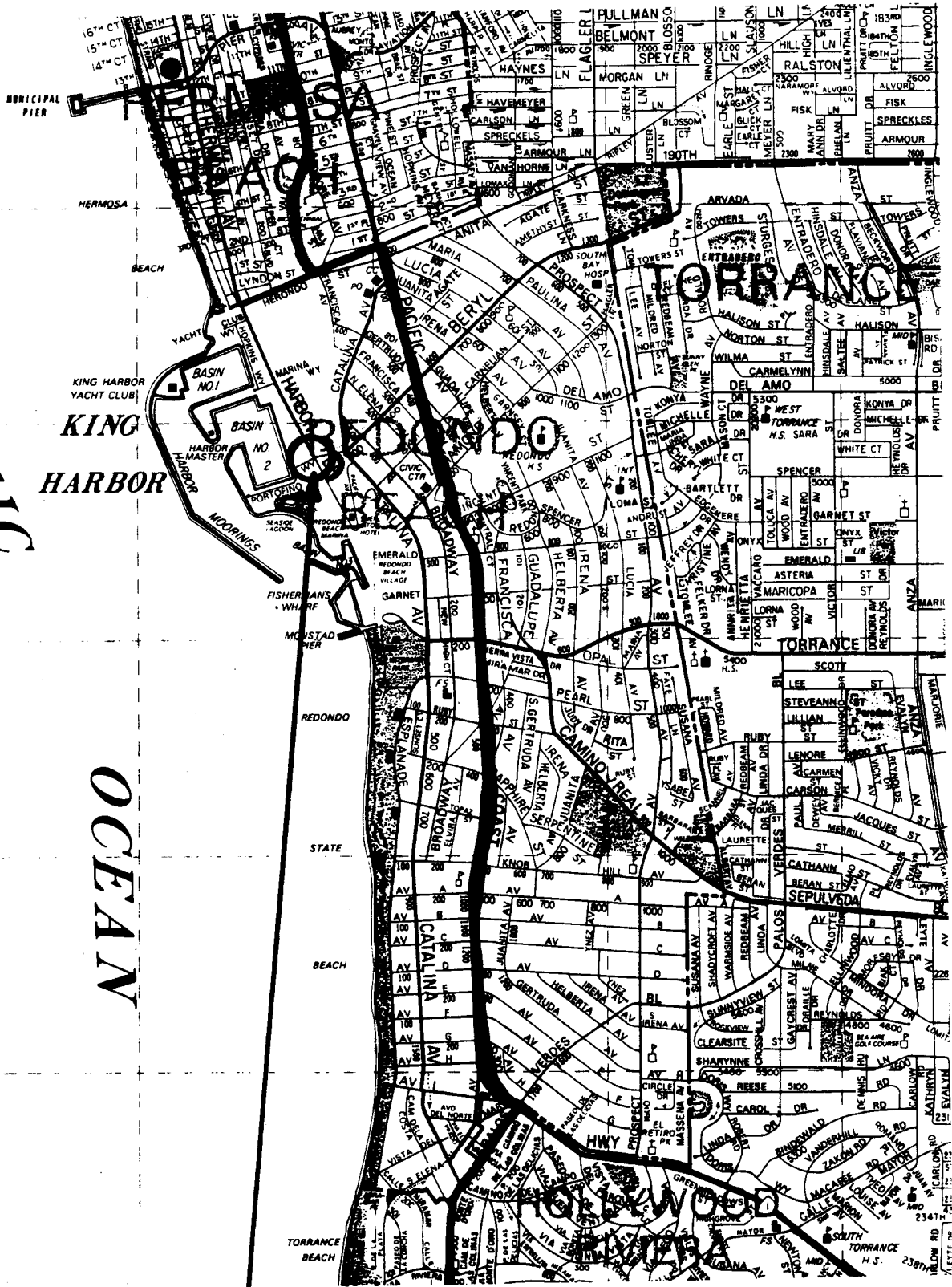
I/We acknowledge that I/we have received a copy of this permit and have accepted its contents including all conditions.

\_\_\_\_\_  
Applicant's Signature

\_\_\_\_\_  
Date of Signing

PACIFIC

OCEAN



City  
of  
Redondo Beach

Sign Location



COASTAL COMMISSION  
5-04-345

EXHIBIT # 1  
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**RECEIVED**  
South Coast Region

SEP 9 2004

CALIFORNIA  
COASTAL COMMISSION

① Site

② Other Sign  
Not a party

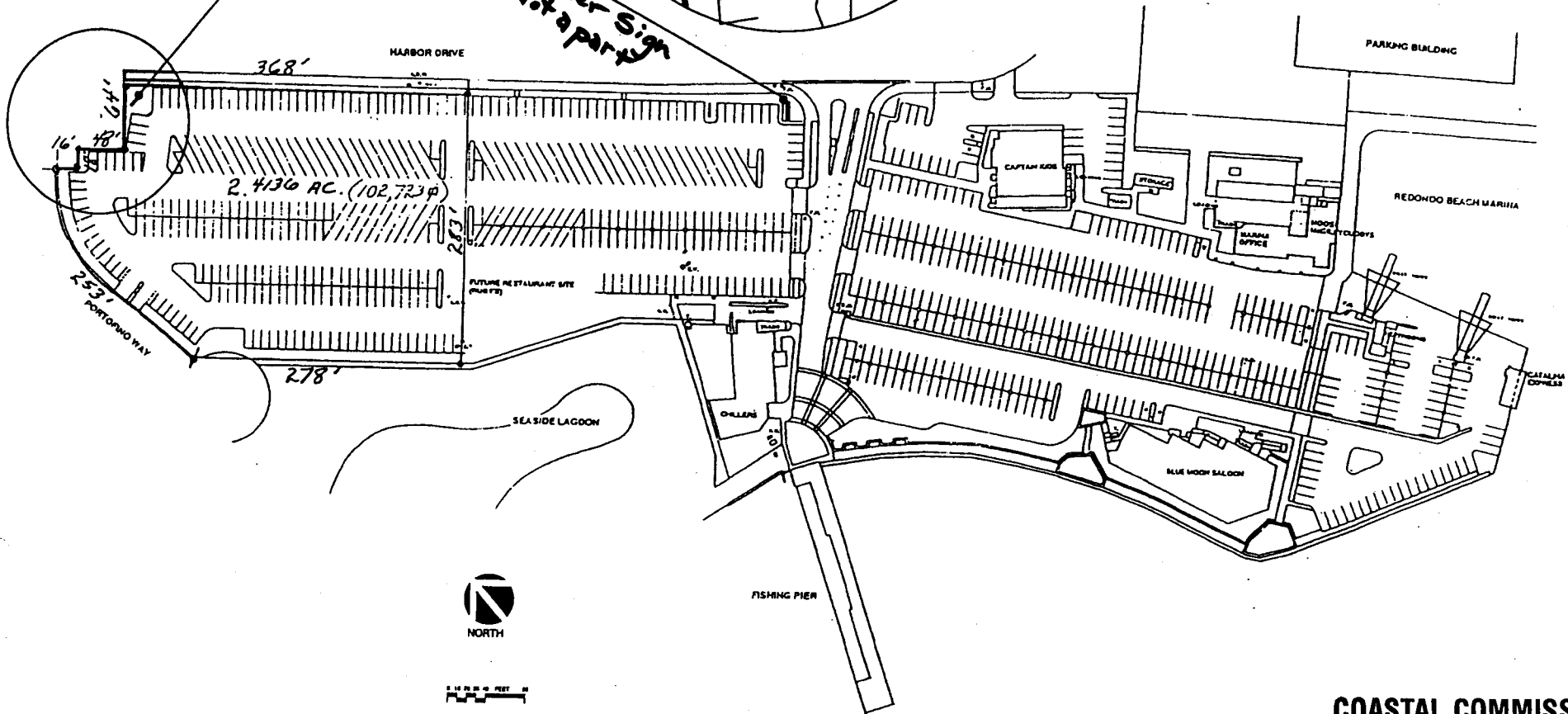
Portofino Way

HARBOR DRIVE

75'

17'

Location:  
Existing/Proposed Sign



SITE PLAN  
REDONDO BEACH MARINA  
181 NORTH HARBOR DRIVE

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EXHIBIT # 2  
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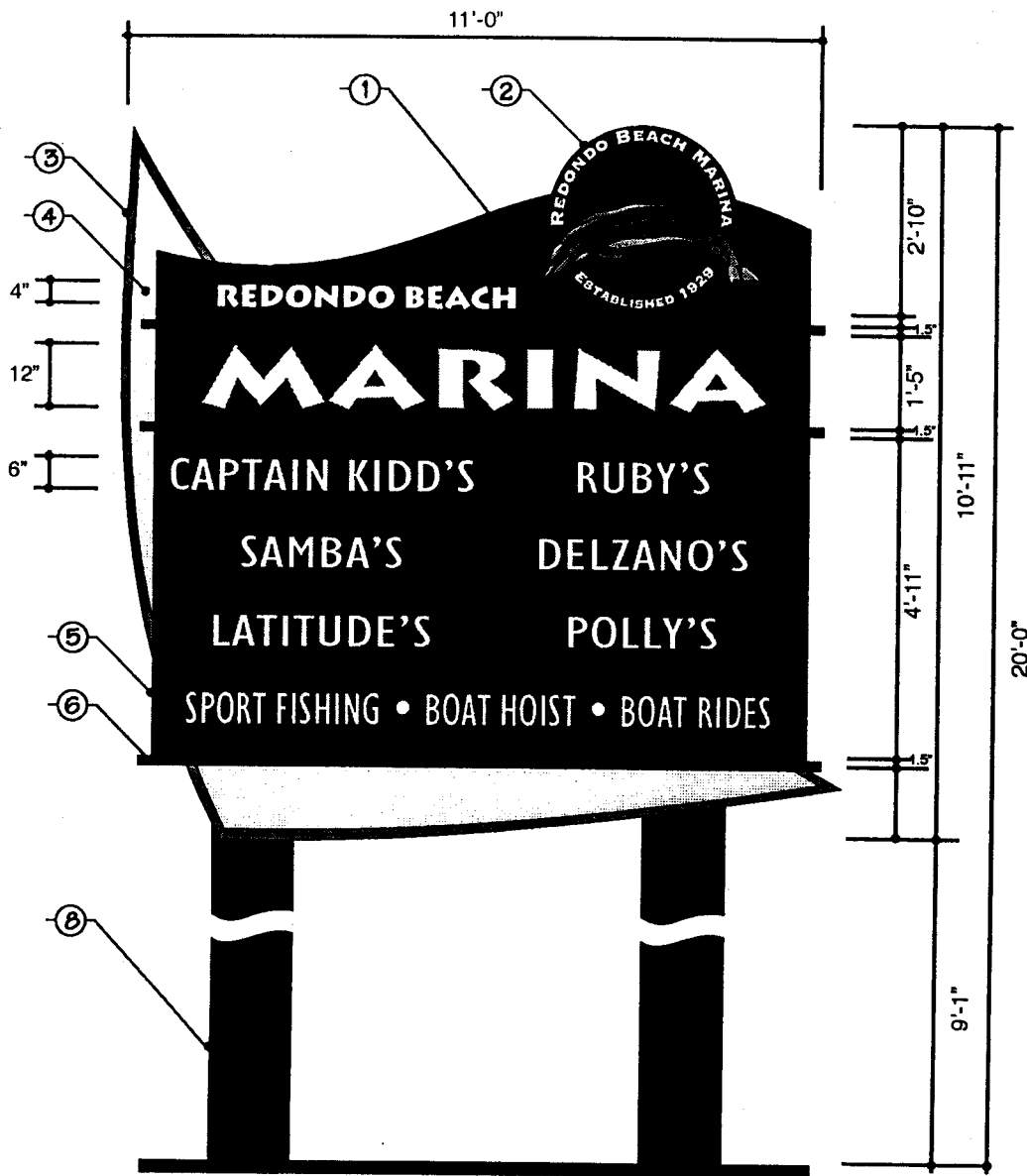
Existing sign - to be replaced

REDONDO BEACH MARINA  
RESTAURANTS • SPORT FISHING  
BOAT HOIST • BOAT RIDES  
SEASIDE LAGOON  
RECREATION CENTER

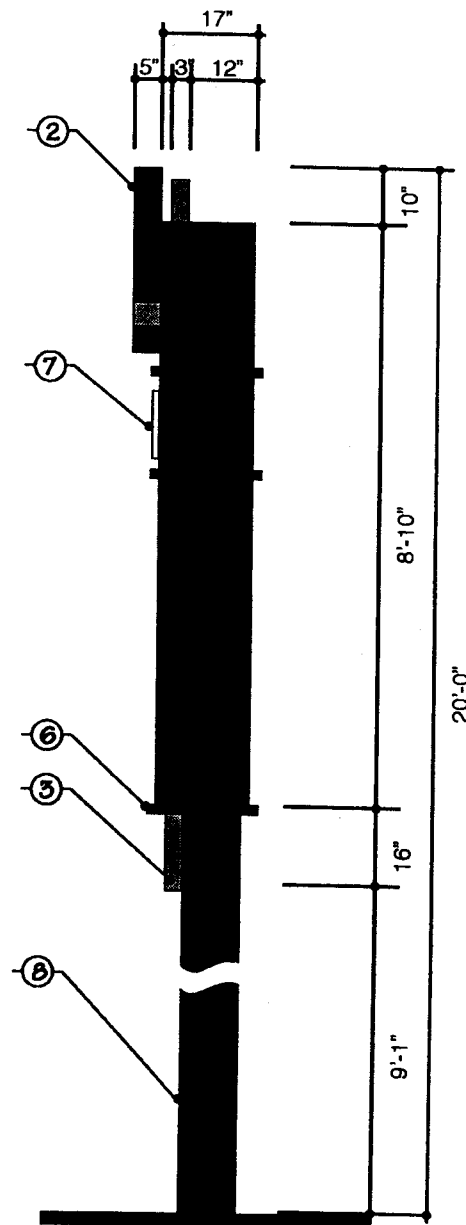
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EXHIBIT # 3

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Front Elevation



Side View

DESIGN NOTES:

Internally Illuminated Sign, Aluminum construction, to replace existing sign of same dimensions.

1. Aluminum cabinet, internal fluorescent illumination, with push thru acrylic copy. Color: PMS 3035 Deep Blue Green

2. Medallion with waving LED illumination on background field, white acrylic push thru copy on ring text. Color: Bronze

3. Aluminum "Sail" frame Color: PMS 429

4. Perforated aluminum insert.

5. Aluminum marquee cabinet internal fluorescent illumination. Tenant panels to be white acrylic with over-layed high perf. vinyl color: Bright Cardinal Red

6. 1.5" x 1.5" Aluminum bar detail

7. 3/4" deep push thru copy

8. Aluminum pole covers

Proposed new Sign

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EXHIBIT # 7

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