

CALIFORNIA COASTAL COMMISSION

CENTRAL COAST DISTRICT OFFICE
 725 FRONT STREET, SUITE 300
 SANTA CRUZ, CA 95060
 (831) 427-4863

**Th8a**

Filed: 03/12/04
 180th day: 09/08/04
 Staff: SC
 Staff report prepared: 03/25/04
 Hearing date: 04/15/04

RECORD PACKET COPY**COASTAL DEVELOPMENT PERMIT APPLICATION**

Application number3-04-014, "Double Shot" Ride

Applicant.....Santa Cruz Seaside Company, Attn: Carl Henn, Director of Maintenance and Development

Project location.....Santa Cruz Beach Boardwalk, 400 Beach St., Santa Cruz (Santa Cruz County)

Project descriptionInstall 125 foot-tall "Double Shot" amusement park ride at west end of Boardwalk; construct a 24-foot x 32-foot concrete enclosure below the Boardwalk to house the compressors that operate the ride.

Local approval.....City Council 2/10/04.

File documents.....Mitigated Negative Declaration adopted 2/10/04.

Staff recommendation ...Approval

Summary: The proposed project consists of installation of the new "Double Shot" ride at the west end of the Santa Cruz Beach Boardwalk. The proposed ride, which is 125 feet tall, launches up to 12 passengers skyward through two sequences of up-and-down motion. The tower portion of the ride is 7 feet, 6 inches wide. The marquis at the top of the tower is 11 feet wide. The ride would occupy an area on the Boardwalk of 28 x 28 feet, for a total of 784 square feet. A 24 x 32 foot concrete foundation room below the Boardwalk will be constructed to accommodate the air compressor, air dryer, and the main power distribution center needed to operate the ride.

The proposed "Double Shot" ride will not impact the existing public access at the Boardwalk or the Main Beach. In addition, the "Double Shot" ride will be compatible with the character of the surrounding developed Boardwalk area and will not significantly impact or block scenic resources. Furthermore, the proposed project will be developed consistent with the water quality protection requirements of the certified Beach Management Plan. Finally, the City conditioned the project to reduce potential collisions between migratory birds and the "Double Shot" tower. Staff recommends approval as submitted.



California Coastal Commission
April 2004 Meeting in Santa Barbara

Staff: S. Craig Approved by: *DL*

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I. Staff Recommendation on CDP Application

The staff recommends that the Commission, after public hearing, **approve** a coastal development permit for the proposed development subject to the standard conditions below.

Motion. I move that the Commission approve Coastal Development Permit Number 3-04-014 pursuant to the staff recommendation.

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

Resolution to Approve a Coastal Development Permit. The Commission hereby approves the coastal development permit on the grounds that the development will be in conformity with the policies of Chapter 3 of the Coastal Act. Approval of the coastal development permit complies with the California Environmental Quality Act because either: (1) feasible mitigation measures



and/or alternatives have been incorporated to substantially lessen any significant adverse effects of the amended development on the environment; or (2) there are no feasible mitigation measures or alternatives that would substantially lessen any significant adverse effects of the amended development on the environment.

II. Standard Conditions

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

III. Recommended Findings and Declarations

The Commission finds and declares as follows:

A. Project Location & Description

The Santa Cruz Beach Boardwalk (Boardwalk) is a 12-acre commercial recreational facility located on the Main Beach in the City of Santa Cruz (see Exhibit 1). The Boardwalk is the last remaining amusement park along the Pacific Coast of the United States, and was designated a California State Historic Landmark in 1989. The Boardwalk contains various amusement rides for a total of about 1,140 seats, as well as approximately 170,000 square feet of shops, restaurants, concessions, conference facilities, and administrative offices. Two of its rides, the carousel and the Giant Dipper roller coaster, have been declared National Historic Landmarks.



The proposed project consists of installation of a new "Double Shot" ride to replace the existing "Red Baron Airplane" ride at the west end of the Boardwalk (see Exhibit 2 for proposed ride location and Exhibit 3 for project plans). The proposed ride, which is 125 feet tall, launches up to 12 passengers skyward through two sequences of up-and-down motion. The tower portion of the ride is 7 feet, 6 inches wide. The marquis at the top of the tower is 11 feet wide. The ride will be painted white and will not display any signage on it. The ride will not be illuminated in the evenings when the ride is not in use and the ride will not include red-spectrum lights, which may attract birds. The ride would occupy an area on the Boardwalk of 28 x 28 feet, for a total of 784 square feet. A 24 x 32 foot concrete foundation room below the Boardwalk will be constructed to accommodate the air compressor, air dryer, and the main power distribution center needed to operate the ride. This will involve temporary removal of a portion of the Boardwalk's existing wooden seawall and the excavation of approximately 227 yards of sand from underneath the Boardwalk, which will be placed as a berm to protect the project from high tides until the exterior walls of the new room are built. During the foundation stage of the project, dewatering of the area will be accomplished by digging 4 or 5 temporary small wells in the sand around the project area. One or two 2-inch pumps will be placed in each well as needed to pump water away from the project. Due to the possibility of seawater intrusion in the completed concrete room, a sump pit below the floor will be installed to remove seawater. The sump pit will include a gravel pad and a perforated pipe to direct seawater into the existing outflow system that is currently in place in the Boardwalk's basement areas. The seawater will be pumped to the San Lorenzo River through the existing pipe system. During a large storm, a bypass valve will be used to pump the seawater directly back to the ocean. Once the foundation/compressor room is completed, the excavated sand will be used to backfill the area. Any remaining sand will be spread over the beach, after being sifted with a Clarrington Beach Cleaner. The wooden seawall will be replaced and the "Double Shot" ride will be installed on the Boardwalk per the ride manufacturer's specifications. The ride tower will be the only portion of the project visible to the public.

The Santa Cruz City Council suggested, but did not require in its conditions on the project, the placement of a flagpole and an American flag atop the "Double Shot" ride. A flagpole with an American flag is located nearby on the dome of the Boardwalk's casino. The proposed project does not include placement of a flagpole atop the proposed "Double Shot" ride.

A fair amount of written public communication was received regarding the proposed project. Please see Exhibit 4 for comments received in favor of the proposed project and Exhibit 5 for comments received opposed to the proposed project.

B. Standard of Review

Although the City of Santa Cruz has a certified LCP, the proposed "Double Shot" ride is located within the California Coastal Commission's Original Jurisdiction, an area in which the Commission retains coastal permitting authority. Thus, the certified LCP is advisory only and the standard of review for the project is the Coastal Act.



C. Coastal Development Permit Determination

1. Public Access and Recreation

Coastal Act Section 30604(c) requires that every coastal development permit issued for any development between the nearest public road and the sea "shall include a specific finding that the development is in conformity with the public access and public recreation policies of [Coastal Act] Chapter 3." The proposed project is located seaward of the first through public road. Coastal Act Sections 30210 through 30213, as well as Sections 30220 and 30221, specifically protect public access and recreation. In particular:

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 30212(a): Public access from the nearest public roadway to the shoreline and along the coast shall be provided in new development projects...

Section 30213: Lower cost visitor and recreational facilities shall be protected, encouraged, and, where feasible, provided. Developments providing public recreational opportunities are preferred. ...

Section 30220: Coastal areas suited for water-oriented recreational activities that cannot readily be provided at inland water areas shall be protected for such uses.

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.

The Boardwalk is located on a portion of the Main Beach in the City of Santa Cruz. There is no admission fee to access the Boardwalk. In addition, a number of public stairwells lead from the Boardwalk to the Main Beach and the ocean. The proposed "Double Shot" ride will replace an existing ride at the Boardwalk. The proposed ride will not impact the existing public access at the Boardwalk or the Main Beach. For these reasons, the new "Double Shot" ride project, as proposed, is consistent with the public access and recreation policies of the Coastal Act.



2. Visual Impacts

Coastal Act Section 30251 protects scenic and visual resources and states, in applicable part:

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...

LCP Community Development Policy 2.2 states:

Preserve important public views and viewsheds by ensuring that the scale, bulk, and setback of new development does not impede or disrupt them.

LCP Land Use Policy 1.6 states:

Minimize, when practical, obstruction of important views and viewsheds by new development. In the Coastal Zone, development shall be sited and designed to and along the ocean and in scenic coastal areas, to minimize the alteration of natural land forms, to be visually compatible with the character of surrounding areas, and to restore visual quality in visually degraded areas.

The proposed ride will be located within the existing developed Boardwalk area. The Boardwalk and other visitor-serving development along Beach Street dominate the visual character of the surrounding urbanized area. The Boardwalk is a mixture of classic amusement park rides such as the Giant Dipper roller coaster, the carousel, and more modern rides. The existing development on the Boardwalk is generally one to three stories in height; the Giant Dipper, however, is approximately 70 feet in height, while the flagpole on the casino building is approximately 127 feet high. The proposed "Double Shot" ride is 7 feet 6 inches in width (except for the marquis at the top, which is 11 feet wide) and 125 feet in height. (Although it is not the standard of review in this case, the City's LCP allows for height limitations in the Beach Commercial district to be exceeded for "mechanical contrivances for amusement purposes....") Please see Exhibit 6 for visual simulations of the "Double Shot" ride from a variety of locations.

Although the ride will be taller than any immediately adjacent development, the ride's predominantly narrow width of 7 feet 6 inches and its open work design means it will not significantly impact views or block scenic resources from a variety of views, as shown in Exhibit 6. The proposed ride will fit in with the existing developed nature of the Boardwalk, which includes an assortment of amusement park rides of various heights, shapes, and sizes. In addition, the City conditioned its approval (see Exhibit 7, pg. 2) to require that the ride be painted white and that the ride not display any signage. Thus, the proposed "Double Shot" ride will be compatible with the character of the surrounding Boardwalk area and will not significantly impact or block scenic resources. Therefore, the proposed project is consistent with Coastal Act Section 30251 regarding protection of visual resources.



3. Water Quality

Section 30231 of the Coastal Act provides for protection of water quality and states:

30231. The biological productivity and the quality of coastal waters, streams, wetlands, estuaries, and lakes appropriate to maintain optimum populations of marine organisms and for the protection of human health shall be maintained and, where feasible, restored through, among other means, minimizing adverse effects of waste water discharges and entrainment, controlling runoff, preventing depletion of ground water supplies and substantial interference with surface water flow, encouraging waste water reclamation, maintaining natural vegetation buffer areas that protect riparian habitats, and minimizing alteration of natural streams.

The proposed project will require the use of heavy machinery on the beach, including an excavator for digging underneath the Boardwalk to construct the compressor room, a small "Bobcat" for close work, and a loader for building the berm and moving sand. Concrete will be pumped from a street side location to construct the compressor room. One or two cranes on the beach will be required to install the ride tower. In addition, the proposed project includes installation of a sump pit, including a gravel pad and a perforated pipe to direct seawater into the existing outflow system that is currently in place in the Boardwalk's basement areas. The seawater will be pumped to the San Lorenzo River through the existing pipe system.

The Applicant's project description includes adequate procedures to prevent uncured concrete from entering coastal waters. In addition, the City of Santa Cruz has a certified Beach Management Plan (BMP) that provides direction to public agencies and private property owners, such as the Seaside Company, in the regulation, use, and operations on the Main Beach in a manner that protects natural resources, provides for public safety, and enhances the extent and quality of the recreational experience of the residents and visitors to the City of Santa Cruz (see Exhibit 8 for relevant sections of the Beach Management Plan). The Applicant's project description includes a statement that the methods of installation/construction of the "Double Shot" ride will comply with the allowable activities specified in the BMP. Specifically, the BMP allows for the periodic use of mechanized equipment for construction and/or installation purposes, such as the removal and installation of new rides at the Boardwalk. The BMP also allows the Seaside Company to use cranes, loaders, tractors, and sand sifters on the beach. Mechanized equipment is not allowed to operate below the mean high tide line (the project is located well above the mean high tide line). In addition, mechanized equipment may not be stored on the beach. Finally, the BMP allows for the use of sumps and drainage pumps to discharge ocean water from below the Boardwalk to the San Lorenzo River. The proposed project complies with the requirements of the certified Beach Management Plan, which provides for protection of water quality. Therefore, the proposed project is consistent with Coastal Act Section 30231 regarding protection of water quality.

4. Other Issues

The proposed project is located within the developed Boardwalk amusement park and is not located within or adjacent to areas of endangered species or sensitive habitats as identified in the City's LCP.



The proposed "Double Shot" ride is located approximately 1,500 feet west of the San Lorenzo River mouth. Therefore, the proposed ride is not located in an area that constitutes environmentally sensitive habitat. However, during the local approval process, concerns arose regarding about the potential of migratory birds colliding with the proposed "Double Shot" tower. The City's response to these concerns is discussed below.

The Santa Cruz Beach Boardwalk is located adjacent to the Monterey Bay, which is a migratory bird corridor. Because the proposed "Double Shot" tower is relatively tall, concerns regarding possible bird collisions with the proposed "Double Shot" tower were raised. The Initial Study for the project found that the most susceptible species of birds to collisions with tall structures are neotropical migratory songbirds, which are comprised of approximately 350 different species. These are species that breed in North America in the spring and summer and migrate to the southern United States, the Caribbean, or Latin America during the fall and winter. These species generally migrate at night, following the coastline using landforms and stars to assist in navigation. The greatest number of collisions appears to be occurring on lit towers or structures during foggy, misty, low-cloud ceiling conditions.

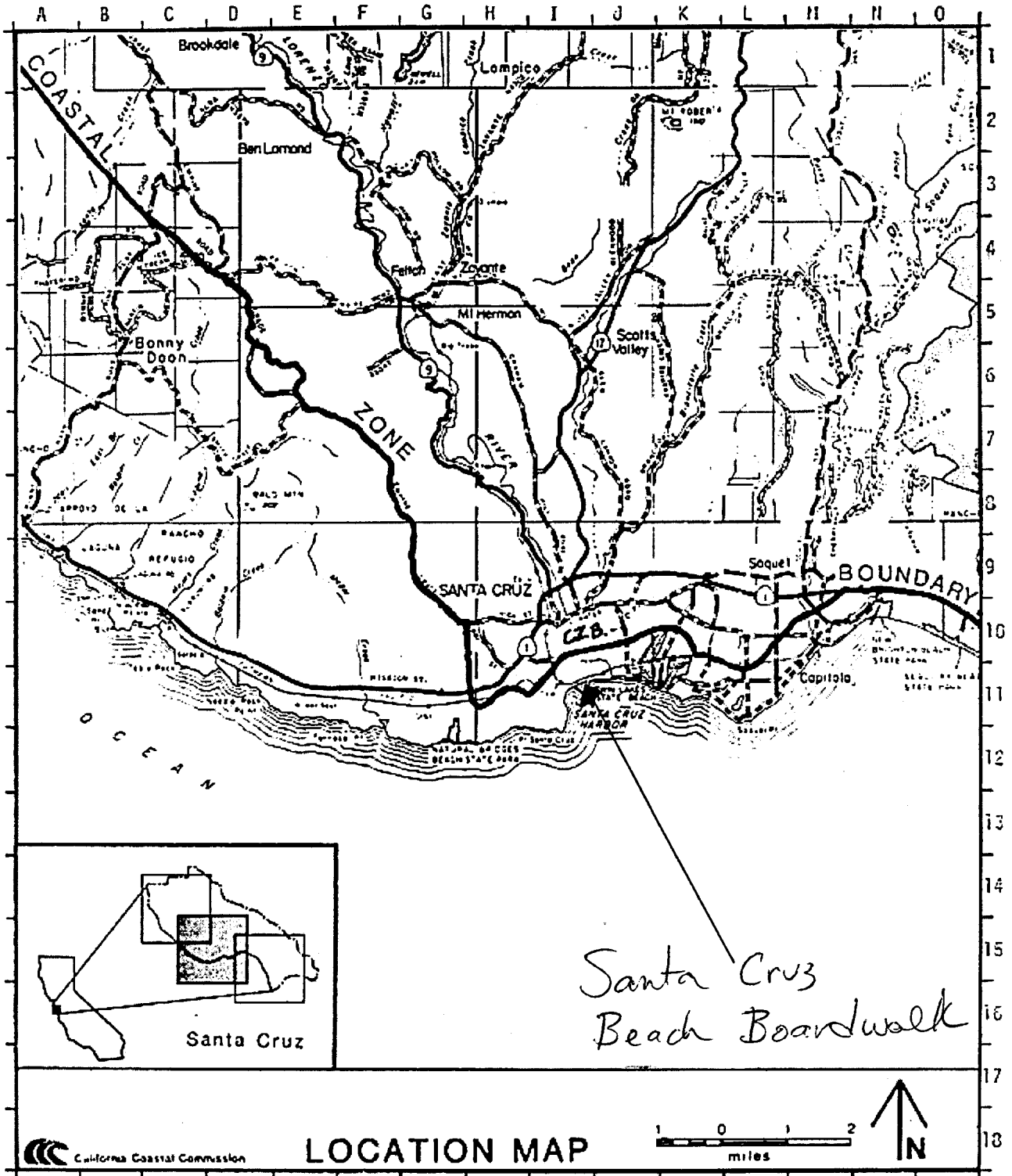
Lights on structures appear to be a key component contributing to the hazard of a structure. On nights of inclement and overcast weather when songbirds are actively migrating, lights seem to draw birds into the lit structures. Research data indicate that red-colored lights may pose a greater hazard than other colored lights. Accordingly, the City conditioned the project to forbid red-spectrum lights on the structure and to require that the ride not be illuminated in the evenings when the ride is not in use (see Exhibit 7, pg. 2 for City's conditions of approval). In addition, the City conditioned the project to require that the Applicant work with local birders to establish a program allowing monitoring of the ride at daybreak to gain a better understanding of how towers may affect migratory birds. Furthermore, the Boardwalk is generally open in the evenings only during the late spring and summer months, and thus the ride would only be lit in the evenings during times when the birds are not migrating. This fact, as well as the conditions placed on the project by the City, should provide adequate protection for migrating birds.

5. California Environmental Quality Act (CEQA)

Section 13096 of the California Code of Regulations requires that a specific finding be made in conjunction with coastal development permit applications showing the application to be consistent with any applicable requirements of 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 Coastal Commission's review and analysis of land use proposals has been certified by the Secretary of Resources as being the functional equivalent of environmental review under CEQA. This staff report has discussed the relevant coastal resource issues with the proposal, and has recommended approval as proposed.





*Santa Cruz
Beach Boardwalk*



LOCATION MAP

County of Santa Cruz

Sheet 2 of 3

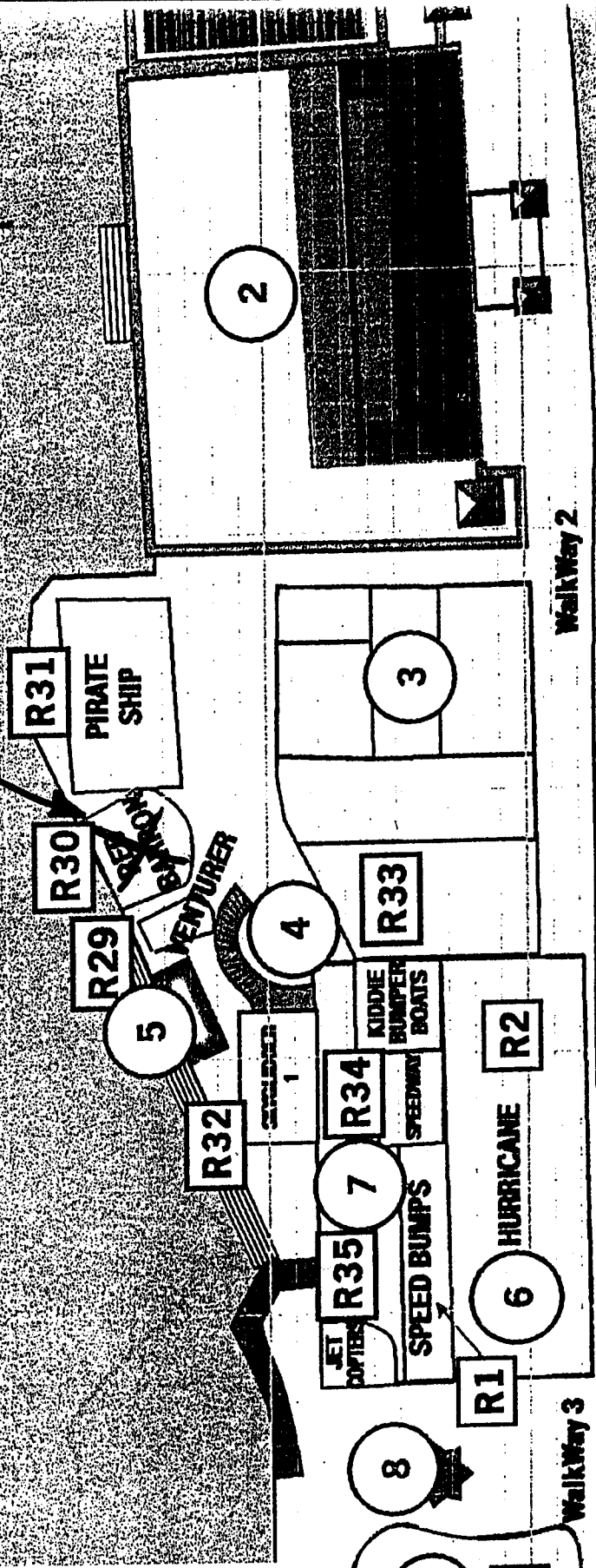
EXHIBIT NO. 1
APPLICATION NO.
3-04-014
pg 1 of 1

MAIN BEACH

BOARDWALK SITE PLAN
RIDE LOCATION

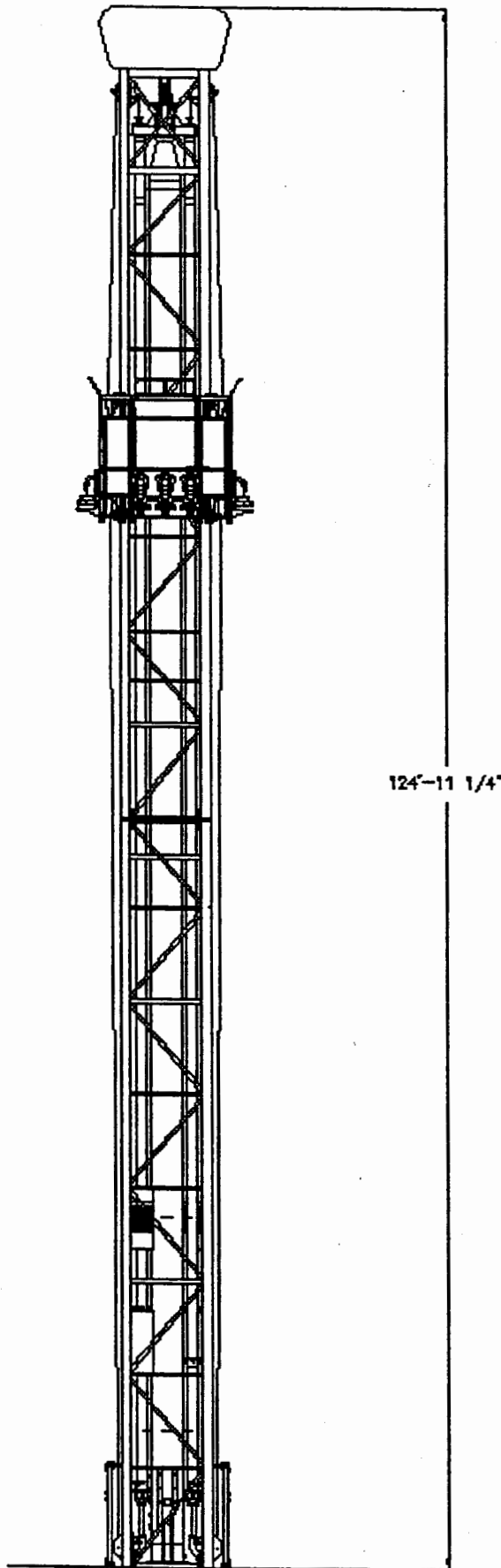
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EXHIBIT NO. 2
APPLICATION NO.
3-04-014
pg 1 of 1



Walkway 2

Walkway 3



124'-11 1/4"

EXHIBIT NO. 3
APPLICATION NO.
3-04-014
pg 1 of 2

AS WE SEE IT

'Double shot' needs one more approval

THRILL RIDE:

A new ride at the Boardwalk still needs approval by the Coastal Commission.

The Santa Cruz City Council unanimously supported a recent request by the operators of the Santa Cruz Beach Boardwalk to put up a new ride. But if you thought that meant that construction would start — you're wrong.

The so-called Double Shot, a 125-foot tower that would lift and drop 12 passengers at a time for a good old-fashioned thrill, still must be approved by the Coastal Commission.

Supporters of the ride hope the state commission will approve it at an upcoming meeting in April.

Some opponents have objected to the ride. They say the tower would change the landscape of the beach area, and would threaten the well-being of birds who might run into the tower.

Such concerns don't seem reasonable to us. Nor did they seem reasonable to the City Council, which approved the addition by a 7-0 vote last month.

The council took into account arguments that there's an economic payoff to city residents if the ride is built. The council's reasoning was sound. Boardwalk operators say the venerable amusement park is in need of updating from time to time. New rides mean new revenue, and new rides also mean that the park itself stays competitive in an ever-changing world of amusement parks.

The Boardwalk is a sometimes-underappreciated addition to the Santa Cruz community. It's the last of California's beachfront amusement parks, and it has long been a kind of historical landmark. As such, the Boardwalk's operators are challenged to update rides as well as to maintain the historical aspect of the park.

That's where the Coastal Commission comes in. The commission has little to say about the value of the economic aspect, but it does concern itself with coastal use.

And this new ride fits into that category. An updated Boardwalk actually fits well with the goals of the commission. A new ride encourages new and repeat visitors, all of whom in turn gain access — free — to the Main Beach and the shores of Monterey Bay. Public access, after all, is a big part of the Coastal Commission's goals, and it seems to us that allowing the Boardwalk to improve its park also has a payoff for the public.

We're not sure why opponents have taken aim at the new ride. The 125-foot tower will not be the threat that some say. Its visual impact won't be bad — other, similar rides are far higher in other parts of the country. The tower itself won't be lighted, and the only time that a light will shine on it will be when the Boardwalk is actually open for business.

Some people have written letters of support to the Coastal Commission regarding the proposal. Also, the city itself is on record as supporting the request.

We hope that the Coastal Commission will respond by approving the Double Shot. Allowing the Boardwalk to remain up to date is important, not just for the business itself but for the public. It's a time-honored Santa Cruz institution, and its continued economic health is a payoff not just for those directly involved, but for the entire community.

Santa Cruz Sentinel
3/23/04

**Beach Area
BUSINESS ASSOCIATION
of SANTA CRUZ**



399 Beach Street, Santa Cruz, CA 95060
(831) 426-7333

March 17, 2004

RECEIVED

MAR 23 2004

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

California Coastal Commission
Attn: Susan Craig
725 Front Street, Suite 300
Santa Cruz, CA 95060

RE: Double Shot ride @ Santa Cruz Beach Boardwalk

Dear Commissioners,

On Behalf of the Beach Area Business Association I would like to express our support for the proposed ride "Double Shot" at the Santa Cruz Beach Boardwalk.

The Boardwalk is an incentive for out of area family and friends to visit Santa Cruz, local businesses and our beautiful coast. The Boardwalk is an easily accessible and affordable family experience that many families take advantage of. To remain competitive, the Boardwalk must be allowed to continually add new rides as well as replace outdated rides.

The Beach Area Business Association is of the firm belief the proposed Double Shot ride will be a positive addition to the Boardwalk that will encourage tourists to continue to visit and enjoy the beaches in Santa Cruz.

Thank you for your consideration.

Sincerely,

Steve Parmalee
Beach Area Business Association

3-04-014

Exhibit 4
Pg 2 of 44



March 19, 2004

RECEIVED

MAR 23 2004

Susan Craig
California Coastal Commission
725 Front Street, Suite 300
Santa Cruz, CA 95060

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

Dear Ms. Craig:

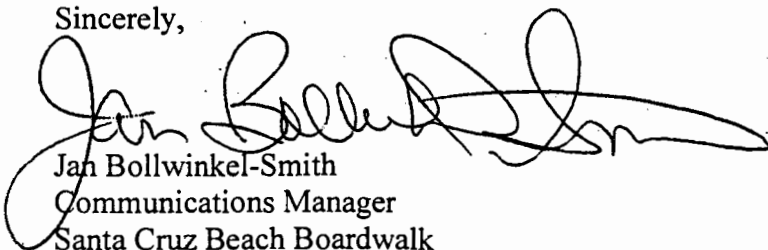
The Santa Cruz Seaside Company, locally owned since 1915, takes pride in its stewardship of the Monterey Bay National Marine Sanctuary.

As we present to the California Coastal Commission our proposal for a new Double Shot ride at the Santa Cruz Beach Boardwalk, we wanted to share some examples of the company's dedication to its coastal environment and some of the recognition it has received for its role as a steward of the Monterey Bay National Marine Sanctuary.

- Winner, Monterey Bay National Marine Sanctuary Conference Planning Committee and Monterey Bay Area Governments' 2003 SANCTUARY REFLECTIONS AWARD;
- Winner, California Division of Tourism's 1995 ECOTOURISM AWARD;
- Winner, 1995 Santa Cruz County SUSTAINABLE QUALITY AWARD;
- Winner, California Integrated Waste Management WRAP AWARD (Waste Reduction Awards Program 1995-2003);
- Partnership in the 70-foot Chardonnay II, chartered regularly for cruises emphasizing the Monterey Bay National Marine Sanctuary;
- Development of a school field trip program with classes taught by a marine expert on the beach at the Boardwalk;
- Adopt-A-Beach and Coastal Cleanup Days participation;
- Extensive water reclamation programs, praised by area agencies;
- Company-wide recycling program for plastic, glass, aluminum and other metals, cardboard, high and low-grade paper, and newspaper.

For almost a century the Santa Cruz Seaside Company has been dedicated to protecting its coastal community. The Double Shot ride is a positive addition that will bring in more visitors to enjoy and appreciate the coastal surroundings.

Sincerely,



Jan Bollwinkel-Smith
Communications Manager
Santa Cruz Beach Boardwalk

3-04-014

Exhibit 4

RECEIVED

March 19, 2004

MAR 22 2004

California Coastal Commission
725 Front Street, Suite 300
Santa Cruz, CA 95060

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

Dear Sir:

I am writing in regards to the Boardwalk adding the Double Shot ride to their amusement park.

I am in favor of the adding of the Double Shot ride because the Boardwalk has to add new things to the park from time to time in order to encourage re-visits & new visitors.

The Boardwalk has been a good business for Santa Cruz for many years. There are a lot of people in Santa Cruz and I am sure that some of them now live out of town, that got their first jobs as young people & students, at the Boardwalk.

I hope the Coastal Commission takes this information into consideration during their hearing in April.

Sincerely,

Harry Mayo

Harry Mayo
251 Marnell Ave.
Santa Cruz, CA 95062-1222

(831)423-9730

E-mail-hjoutside@earthlink.net

cc:Jan Bollwinkel-Smith

3-04-014

Exhibit *4*
Pg *4* of *44*

BEN E. HICKS, JR.
P. O. Box 1706
Soquel, CA 95073

RECEIVED

MAR 22 2004

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

March 17, 2004

California Coastal Commission
Attention: Susan Craig
725 Front Street, Suite 300
Santa Cruz, CA 95060

Re: Double Shot Ride at Boardwalk

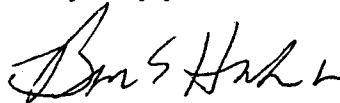
Ladies and Gentlemen:

I write this letter to add my support to the addition of the Double Shot Ride to the other attractions at the Santa Cruz Beach Boardwalk.

The Boardwalk is a major Santa Cruz tourist destination, and it must continue to add new attractions to compete with larger entertainment parks such as Great America and other seaside attractions in Monterey and Carmel. The Boardwalk can be reached easily via Highway 17 from the San Jose-Santa Clara Valley area and Highway 1 from both the north and the south coasts. The local people also use and appreciate the Boardwalk facilities and will welcome the new ride.

I urge that the Coastal Commission give its blessing to the Double Shot Ride and approve its addition to our area for our people's enjoyment and that of our visitors.

Very truly yours,



BEN E. HICKS, JR.

RECEIVED

MAR 22 2004

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

Gina Guhin
217 Ventana Way
Aptos, CA 95003

March 16, 2004

California Coastal Commission
Attn: Susan Craig
725 Front Street, Suite 300
Santa Cruz, CA 95060
scraig@coastal.ca.gov


Dear Ms. Craig:

I am writing in support of the Double Shot ride at the Boardwalk.

I work for the Boardwalk as a science teacher each spring. Five days a week I teach classes about our marine environment to school groups from all over California. After their classes, the students are able to enjoy the amusement park and the variety of rides offered.

This year I am happy to say that the presentation is now offered free to the public five days a week. One day a week we offer a bilingual version.

I urge you to allow the Double Shot. This ride, in an area where there are other rides, would draw more visitors and, in doing so, would allow me to educate a broader audience about the Monterey Bay National Marine Sanctuary and our important stewardship of the marine environment.

Sincerely,

Gina Guhin

3-04-014

Exhibit 4
Pg 6 of 44



SANTA
CRUZ
SEASIDE
COMPANY

RECEIVED

March 12, 2004

MAR 12 2004

Susan Craig
California Coastal Commission
725 Front Street, Suite 300
Santa Cruz, CA 95060

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

RE: Double Shot Ride
Application #3-04-014

Dear Ms. Craig:

We have submitted to you a Coastal Development Permit Application for the installation of a Double Shot ride at the Santa Cruz Beach Boardwalk.

I wanted to add several comments reflecting our company's choice of this ride and the public benefits that accrue from its Boardwalk location.

Commercial activity at the main beach in Santa Cruz has been a century long tradition for California families. Visitors throughout the decades have enjoyed access to the California coast by coming to the Boardwalk and we are the last remaining seaside amusement park on the West Coast. It is notable that the majority of our visitors come from inland counties.

This company has a long history of adding, upgrading and exchanging rides at the Santa Cruz Beach Boardwalk. This has become a necessary action in order to allow the Boardwalk to remain competitive in the Northern California attractions marketplace

The Double Shot ride accomplishes several objectives for us:

- We can install a ride with new thrill value when compared with our present ride mix.
- Because of its relatively small footprint, we can install a major ride for us at the westerly end of the Boardwalk which we believe is important for overall guest traffic flow and building our guest length of stay time.
- This installation of this ride creates another reason for California families to repeat their visit to the Boardwalk and enjoy this new ride as well as the other rides and attraction we have to offer.

In reviewing our application for this ride along side the California Coastal Act, I am struck by the compatibility of this ride with the spirit of the California Coastal Act. I highlight several of these points below:

- By local ordinance the Boardwalk cannot expand outside of its current physical dimension. The addition of this ride continues the pursuit of the consolidation of coastal recreation at the Boardwalk. (\$30250)

3-04-014

Exhibit 4

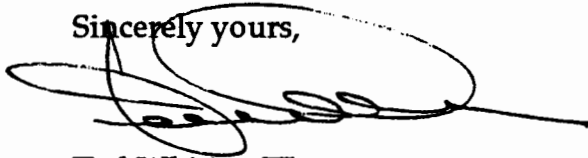
Susan Craig
March 12, 2004
Page Two

- Continuing our tradition of "free admission," the Boardwalk remains a very affordable recreational opportunity for families of all economic means. (§30213)
- Access from the Boardwalk facility to the main beach is plentiful and fluid. The addition of this ride will cause many return visits to the seashore. (§30211)
- The addition of this ride certainly enhances public opportunities for coastal recreation. (§30222)
- This ride is visually compatible with the character of our seaside amusement park. (§30251)
- No views from the first public highway or street are obstructed by the installation of this ride.

Please advise our Development Director Carl Henn, Sr. should you require additional information or documentation concerning our application.

Thank you for your coordination of this application and we look forward to favorable consideration by the commission.

Sincerely yours,



Ted Whiting III
Vice President
General Services

cc: Carl Henn, Sr., Director of Maintenance and Development
Marq Lipton, VP Marketing and Sales



2222 East Cliff Drive #68

Santa Cruz, CA 95062

831.479.5583

831.476.5238 FAX

oneillseaodyssey.org

March 3, 2004

Susan Craig
Central Coast District Office
California Coastal Commission
725 Front Street, Suite 300
Santa Cruz, CA 95060-4508

RECEIVED

MAR 05 2004

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

RE: Application of Santa Cruz Seaside Company for "Double Shot"

Dear Susan:

I am writing to urge the Commission to approve the proposal for a "double shot" ride at the Santa Cruz Beach Boardwalk.

While the ride will provide a much needed economic benefit for the region, the proposal fits in well with several aspects of the California Coastal Act:

- The ride will be sited in and amongst other rides within the amusement park, thereby consolidating it with existing uses.
- The Santa Cruz Beach Boardwalk provides a relatively inexpensive activity for people from inland areas, and the beach in front of the boardwalk, and the boardwalk itself, are publicly accessible.
- The addition of the ride will provide another activity for visitors who already are at the amusement park, which is another benefit of the consolidation of activities.

The Santa Cruz Beach Boardwalk is a historic site on the oceanfront, and the company that operates it also provides an environmental and coastal education program on site. I would urge the Commission to approve the new ride, for it can help strengthen the position of the amusement park while meeting many of the goals of the California Coastal Act.

Board of Directors

Jack O'Neill, Chair

US Representative

Sam Farr

Jack McLaughlin

Carl Keehn

Bridget O'Neill

Nick Petredis

Donna Blitzer

Mike McCabe

Tim O'Neill

Thank you for your consideration!

Sincerely,

Dan Haifley
Executive Director

3-04-014

Exhibit 4
Pg 9 of 44

RECEIVED

MAR 22 2004

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

Janet R. Carnahan
2065 California Ave.
Reno, Nevada 89509

Susan Craig
725 Front Street
Suite 300
Santa Cruz, California 95060

March 16, 2004

Dear Ms. Craig,

I am writing to show support for the Boardwalk. I understand they are requesting the addition of a new ride. Double Shot is an opportunity for the Boardwalk to extend their current services and create a newer environment for all the many families that use their facility. Adding this new ride would offer another reason for families to visit the coast and enjoy a new experience while they are there.

The Boardwalk is easily accessible and very affordable for families, which is one of the reasons it deserves to expand their excellent attractions.

Please vote in favor for the Boardwalk adding this new ride. It will fit well with what they currently offer to families. It will be a positive move for all involved.

Thank you for your kind consideration.

Sincerely,



Janet Carnahan

3-04-014

Exhibit
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RECEIVED

MAR 15 2004

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

14 March 2004

Dave Ferrari
312 National St
Santa Cruz, CA 95060

California Coastal Commission
Attn: Susan Craig
725 Front Street, Suite 300
Santa Cruz, CA 95060

As a native Santa Cruzan I am asking for the support of the Coastal Commission for the new ride, "Double Shot" that the Seaside Company would like to install at the Beach Boardwalk.

I am a great believer in the Santa Cruz Seaside Company. Over the years, the millions of people who come here and enjoy the Boardwalk area, and the great amount of money the city of Santa Cruz gets from the Company and the fact that an amusement park needs always to add new things to keep people interested in coming back, all of these things add up to a big YES from the Coastal Commission.

People say it would block the view of the mountains, the only way it would block that view is if you would be standing in front of it, you can't see the mountains from any place where there are buildings. This is and the argument that birds would fly into it, birds are a helluva lot smarter than people, that's for sure.

I would enjoy bringing my many visitors I have during the summer to the boardwalk to take in all the rides and looking forward to riding the Double Shot.

I sincerely hope you will all give the Seaside Company the go-ahead with this project.

Sincere thanks,



March 3, 2004

Jamey Frank
370 Church Street, Apt E
San Francisco, CA 94114

RECEIVED

MAR 04 2004

California Coastal Commission
Attn: Susan Craig
725 Front Street, Suite 300
Santa Cruz, Ca 95060

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

Dear Ms. Craig,

I am an ardent fan of the Santa Cruz Beach Boardwalk for 27 years since I moved to California. The Boardwalk is a California treasure and historically significant as the sole remaining original seaside boardwalk on the west coast.

While I greatly value tradition and history, I also believe that any attraction must change with the times to remain viable, popular, and lively. The Boardwalk has always made great strides to juxtapose both of these past and future values for the benefit of millions of visitors.

As such, I strongly support the proposal to include the Double Shot ride in the Boardwalk's line-up of quality attractions. As a non-coastal resident, attractions such as this will keep me coming back to enjoy the coast.

Having lived in Monterey and Santa Barbara, I strongly support the efforts of the Coastal Commission to preserve access to our most incredible natural resource in California. Please feel free to contact me if you have further questions.

Sincerely,

Jamey Frank

3-04-014

Exhibit 4
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RECEIVED

MAR 12 2004

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

Curt Schimmel
2000 Canyon Lakes Drive
San Ramon, CA 94583

California Coastal Commission
Attn: Susan Craig
725 Front Street, Suite 300
Santa Cruz, CA 95060

Dear Commission Members,

I would like to encourage your support for the planned addition of the Double Shot ride at the Santa Cruz Beach Boardwalk. I think this would be a great addition to the park and I would very much like to see the commission support it.

The Santa Cruz Beach Boardwalk amusement park is special since it's the last full size traditional seaside amusement on the California coast line and I think it's important to keep the park around as a historic and recreational treasure. To stay viable, amusement parks need to add new rides to keep people coming back. Thrill rides in particular are necessary to bring people in. Given the limited space at the park, the Double Shot ride is an ideal choice. It provides thrills and also would offer great views of the coast line that you otherwise wouldn't be able to see.

As you can see, I live quite a ways from the shore and it's the Beach Boardwalk amusement park that brings me down to Santa Cruz many times each year. The presence of the park makes for a wonderful outing: enjoying some time on the rides, some time on the beach, lunch at one of the nearby restaurants, a stroll along the coast or the pier, and maybe some shopping. The Beach Boardwalk makes Santa Cruz my preferred coastal area to visit. For the park to continue to be such an attraction, it needs to add new rides to keep the experience fresh year after year. Therefore, I'd like to encourage your support for the Double Shot ride.

Thank you.

Sincerely,



Curt F. Schimmel

3-04-014

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RECEIVED

MAR 22 2004

California Coastal Commission
Attn: Susan Craig
725 Front Street, Suite 300
Santa Cruz, CA 95060

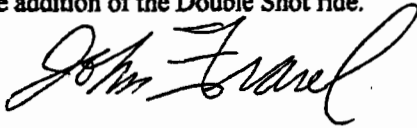
CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

Dear Commissioners

I don't often write letters like this, but I feel compelled to write this one. I have lived in this area my entire life, in fact was raised in Santa Cruz. I now live in San Jose and I often visit the Boardwalk in Santa Cruz. It is always an enjoyable experience. I have, over the years, noticed how the Boardwalk has been able to stay competitive with the big theme parks. I am sure you are aware that many seaside type amusement parks have not fared so well.

I now hear that the Boardwalk is planning to install a new ride called the Double Shot. I always look forward to new attractions such as this. I trust that the Boardwalk will continue its policy of rider safety, environmental friendly development and thrilling rides. Without new development such as this, the Boardwalk could end up like Playland in San Francisco.

The Boardwalk is indeed a treasure. Please continue your support in this California landmark by approving the addition of the Double Shot ride.



John Fravel
1593 Searles Ave
San Jose, CA 95125
408 297-0150

3-04-014

Exhibit 4
Pg 14 of 44

Robert R. Rittenhouse

151 Black Point Lane
Santa Cruz, CA 95062

Phone (831) 476-3979
Fax (831) 476-4934

RECEIVED

March 21, 2004

MAR 23 2004

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

California Coastal Commission
Attn: Susan Craig
725 Front St., Ste. 300
Santa Cruz, CA. 95060

Dear Coastal Commission Members:

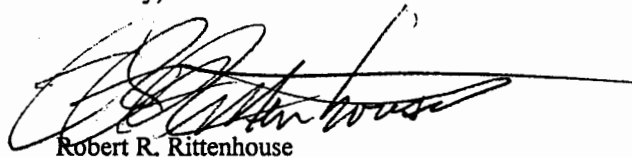
I am seventy nine years old and have lived here in Santa Cruz for practically all of my life. During this time, I have observed the Seaside Company grow. They have always upgraded their facilities and made them a wonderful family pleasure destination.

They have been able to do this by being competitive in the market place. They are always sensitive to the environment and are a real asset to Santa Cruz. If they are not able to compete with the other parks they may become a second rate amusement park.

Please don't let this happen. Your decision to support them would be a sound one for all concerned and I urge your commission to vote "YES" on the addition of the Double Shot ride on the Boardwalk.

Thank you for your consideration on this matter.

Sincerely,



Robert R. Rittenhouse

Susan Craig

From: Nite, Mary [mnite@live105.com]
Sent: Friday, March 19, 2004 3:46 PM
To: 'scraig@coastal.ca.gov'
Subject: Support of the new ride at Santa Cruz Beach Boardwalk

Hi Susan,

I am in support of the new ride at Santa Cruz Beach Boardwalk. I am a Bay Area native and I've spent many summers at the Santa Cruz Beach Boardwalk and have cherished many fond memories there. I think that it would be fantastic to have a new attraction at the Boardwalk. I am also a UCSC graduate and spent my college years in Santa Cruz! The Santa Cruz Beach Boardwalk is also my client and I support all their radio advertising and promotional partners to bring more people to the Boardwalk. Please count my vote in for this new attraction!

Mary Nite
Account Executive
LIVE 105 / KITS-FM

SANTA CRUZ HIGH SCHOOL
ALUMNI ASSOCIATION
531 LINCOLN STREET
SANTA CRUZ, CALIFORNIA 95060
(831) 429-3926

3-18-04

RECEIVED

MAR 22 2004

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

To whom it may concern,

In regard to the addition of the Double Shot Ride on the boardwalk.

As an almost lifetime resident of Santa Cruz and a member of the Boardwalk Alumni, I feel that any addition to the boardwalk would be a great incentive for future visitors and locals alike. In the early 50's I was an employee of the Seaside Inn near the arcade. The highlight of the day at the end of our shift was to spend our tips on the boardwalk rides. Any addition to those rides (and there have been many), gets a big vote of approval from me, and don't forget, more revenue for our city!

Sincerely,

Barbara Mazzi
2435 Felt St. #93
Santa Cruz, Ca. 95062

3/23/2004

3-04-014

Exhibit 4
Pg 16 of 44

Susan Craig

From: Mark Hersey [markh@scseaside.com]
Sent: Wednesday, March 24, 2004 8:59 AM
To: scraig@coastal.ca.gov
Subject: New Boardwalk Ride Support

To the Coastal Commission:

As an 18 year resident of Santa Cruz, I would like to express my support for the newly proposed "Double Shot" ride and for the Boardwalk in general. This new ride will be a great addition to the park and stays well within the Boardwalk's scale. The Boardwalk makes for a great community member and does a terrific job taking care of and giving access to a very public beach.

Regarding the issue of chickens, I mean Pelicans, falling from the sky (after supposedly slamming into the tower): I think it's complete nonsense. I go by the KSCO radio towers every day to and from work and never do I see a pile of dead birds around them. Most Pelicans that I've seen fly just out over the ocean or along the coast bluffs not over and around buildings.

So, in a nutshell, please approve the ride. It's a very reasonable request and will make a terrific addition to the park. And besides.... My kids will love it!!

Thank you very much.

Mark Hersey
Santa Cruz, CA

Susan Craig

From: candyg@baymoon.com
Sent: Tuesday, March 23, 2004 9:49 AM
To: scraig@coastal.ca.gov
Cc: candyg@baymoon.com
Subject: Double Shot at Boardwalk

Yes for the Double Shot ride!

This exciting new ride will bring more people to the coast.

It's good for the Boardwalk and good for Santa Cruz.

Candy Gollwitzer
Santa Cruz resident since
1983

Susan Craig

From: Hiura, Dolora [Dolora_Hiura@pvusd.net]
Sent: Wednesday, March 24, 2004 8:20 AM
To: scraig@coastal.ca.gov
Subject: DOUBLE SHOT RIDE AT BOARDWALK

Susan Craig,

The Boardwalk must continually add new rides to keep guest returning to the coast. The Double Shot ride will be a another reason for families to visit Santa Cruz and the Boardwalk this summer and many to follow.

Thank you for your support.
DOLORA HIURA

3-04-014

Exhibit 4
Pg 17 of 44

Susan Craig

From: Dan Dawson [ddawson@almaden.ibm.com]
Sent: Sunday, February 29, 2004 12:28 AM
To: scraig@coastal.ca.gov
Subject: Santa Cruz Boardwalk Double Shot

We are writing to ask you to approve the Double Shot ride at the Santa Cruz Boardwalk. As Amusement Park enthusiasts we look forward to new rides at the boardwalk that encourage us to return to the park. We are non-coastal residents and making the drive on 17 to go to the Boardwalk is one of the few reasons we come over to Santa Cruz. We enjoy staying at the Carousel Inn and eating at the local restaurants. The Double Shot would be a thrilling addition to the other rides at the Boardwalk, and can't wait to be able to ride it in Santa Cruz. Please approve its addition.

Dan Dawson & Janice Frazier
20508 Henwood Road
San Jose CA 95120

Susan Craig

From: Emi Totschinger [etotschinger@yahoo.com]
Sent: Monday, March 01, 2004 10:15 PM
To: scraig@coastal.ca.gov
Subject: Santa Cruz Beach Boardwalk Double Shot

This purpose of this email is to show my support of the Double Shot ride at the Santa Cruz Beach Boardwalk. The Boardwalk is a wonderful family park that enables public access to the shoreline and adds to the scenic view of Santa Cruz. The ride isn't really a new addition to the park, it will replace a ride that has outlived its usefulness as the park is constantly changing to remain competitive. As a visitor to the Boardwalk since high school, many rides have come and gone to add something new and exciting for park guests to keep returning to the area. The family atmosphere, the affordability of the park, and the different kinds of entertainment that the park has to offer have kept me returning for years to a park whose borders remain on the same footprint that it did 20 years ago. Please support the Boardwalk's request to add the Double Shot ride. Thank you.

Emi Totschinger

3-04-014

Exhibit 4
Pg 18 of 44

3/3/2004

Susan Craig

From: Jsmitao@aol.com
Sent: Saturday, March 06, 2004 8:00 PM
To: scraig@coastal.ca.gov
Subject: Double-shot ride

I support the new Santa Cruz Beach Boardwalk ride, the Doubleshot!

Thank You

Susan Craig

From: SoapKing@aol.com
Sent: Wednesday, March 10, 2004 3:36 PM
To: scraig@coastal.ca.gov
Cc: marql@scseaside.com
Subject: (no subject)

i want to send this note to you to offer my strong support to the santa cruz boardwalk. our company travels all across the country and i can say, without equivocation, that there is no place like the santa cruz boardwalk. it is a national treasure whose presence enhances the citizens of, not only your county, but the entire united states. let the boardwalk grow without interference. sincerely,

**Allan Sugarman
SOAP OPERA FESTIVALS INC.
6 EMERALD DRIVE
MORGANVILLE, NJ 07751
732-536-1700
FAX- 732-536-3583
CELL- 732-580-1441**

Page 1 of 1

Susan Craig

From: Wil4alson6@cs.com
Sent: Sunday, March 07, 2004 7:56 PM
To: scraig@coastal.ca.gov
Subject: Double Shot at Santa Cruz

Susan Craig,

Please consider adding the Double Shot to the other wonderful rides at the Santa Cruz Beach Boardwalk. I love the feel of the Boardwalk and I would love to be able to come down and experience another "Thrill Ride" along with the Giant Dipper. The new addition of the double shot would give a boost to the Boardwalk and bring in the locals plus those of us from out of town to try the new ride.

Thank you,
Derek

3-04-014

Exhibit 4
Pg 19 of 44

Susan Craig

From: kimberly@fearlessdesign.com
Sent: Monday, March 08, 2004 9:40 PM
To: scraig@coastal.ca.gov
Cc: Kimberly
Subject: I want to lend my support to the Santa Cruz Beach Boardwalk

Dear California Coastal Commission, I hope you and your families are well.

I want to lend my support to the Santa Cruz Beach Boardwalk and their plan to put in a little thrill ride. I myself don't ride scary rides, but an amazing number of people love them!

I hear discouraging talk from those who would conserve the boardwalk in what they remember as a 1950s (or '40s) bubble. Or maybe a 1840s marshland and I just want to say that seaside amusements are as much a part of our American heritage as say, the Legion of Honor in San Francisco or the Hotel Coronado in San Diego. Amusements at the seashore were popularized by the trolley line owners. First as simple picnic areas, then with the addition of a ball field and a merry-go-round. (The merry-go-round is an American invention and the Hershall-Spillman merry-go-round company in New York turned out one complete machine a day for a few years!)

The Santa Cruz Beach Boardwalk is the only remaining of many seaside parks on the west coast. They have taken spectacular care of their property and the beach in front for many years. The Boardwalk is a wonderful place for a family of any financial means to visit because you can buy just one ride ticket or a whole all day pass. I wish the nay-sayers could see how much fun people have riding these silly rides! They must have very hard hearts to begrudge so many people an exciting and safe adventure here.

But show me a company that doesn't keep up with popular demand and I'll show you the demise of the Oldsmobile. The Boardwalk has to advertise new excitement, even as it rebuilds and overhauls Bulgy the Whale and the Cave Train. We have been exceptionally good citizens, doing far more than our fair share to support many non-profits and that's not even counting the taxes going into our beleaguered city coffers. Where does this ill-will come from? It's a mystery.

I know you have all the really important arguments for allowing the Boardwalk to install the new, and actually modest, thrill ride. I just wanted you to know what I think.

Thank you for your time and consideration.

!Kimberly MacLoud
Art Director, Santa Cruz Beach Boardwalk

3-04-014

1

Exhibit 9
Pg 20 of 44

Susan Craig

From: Betty Grove [yahtzeg@yahoo.com]
Sent: Wednesday, March 10, 2004 4:55 PM
To: scraig@coastal.ca.gov
Subject: Double Shot Ride

I believe the Board Walk should up date the rides as them become available. New rides attract new visitors to the coast

Page 1 of 1

Susan Craig

From: Reneau Family [ReneauFamily@ReneauRanch.com]
Sent: Wednesday, March 10, 2004 9:55 PM
To: scraig@coastal.ca.gov
Subject: Yes for the new Boardwalk "Doubleshot" ride
Importance: High
Follow Up Flag: Follow up
Flag Status: Flagged

Dear Coastal Commission-

Please say YES to the new Boardwalk "Doubleshot" ride. I take my family many times a year to Santa Cruise's Boardwalk and feel it is a key coastal family attraction run by a great group of concerned community leaders, and for my family and the Double Shot ride is just another reason to visit the coast. It's important to me that the Boardwalk continue to improve it's attractions as there's lots of large biz attraction conglomerates competing for our dollars. I'd personally rather spend my dollars at the Board Walk and within the Santa Cruz community. It's important the Board Walk be allowed to stay competitive or I'd spend my hard earned dollars elsewhere, the Doubleshot ride is key to there effort, and I am very glad to see an improvement like this to the park.

I support a the Boardwalk and believe they need your support also for the community and our dollars it brings in so, please vote a simple "Yes for the Double Shot Ride" - do not be swayed by special interest groups who may have alternative agenda's!

Please contact me if you have any questions.

V/R

Terran B. Reneau
Camino, CA
530-647-0111

3-04-014

Exhibit 4
Pg 21 of 44

Susan Craig

From: Paul Nakamoto - Roaring Camp Railroads [paul@roaringcamp.com]
Sent: Wednesday, March 10, 2004 3:50 PM
To: scraig@coastal.ca.gov
Subject: The NEW Double Shot Ride at the Santa Cruz Beach Boardwalk
Importance: High

Dear California Coastal Commission,

As a member of the Santa Cruz County Tourism Community, we work very closely with all of our tourism marketing partners. One vital tourism marketing partner is the Santa Cruz Seaside Companies - Santa Cruz Beach Boardwalk. The Boardwalk works hard to promote California and Santa Cruz as a tourist destination, attracting visitors from around-the-world.

What makes the Boardwalk such a special place is the fact that it's California's Oldest Seaside Amusement Park, an icon of sorts. In order to keep visitors coming to our area, it's important to be able to offer new rides, activities and programs. We are fully in support of the Boardwalk's efforts to add it's new Double Shot Ride as it's just another reason to come back and visit our coastal community. We hope you and the other members of the California Coastal Commission will agree and allow the Boardwalk to add it's new ride.

Sincerely,
Paul Nakamoto, Director of Sales & Marketing
Roaring Camp Railroads - Felton, Santa Cruz County, California

Paul Nakamoto - Director of Sales & Marketing
Roaring Camp Railroads
Box G-1 * Felton, CA. 95018
(831) 335-4484 - T
(831) 335-1702 - F
paul@roaringcamp.com - Email
www.roaringcamp.com - Website

3-04-014

Exhibit 4
Pg 22 of 44

3/10/2004

Susan Craig

From: John Poimiroo [john@poimiroo.com]
Sent: Thursday, March 11, 2004 8:15 AM
To: scraig@coastal.ca.gov
Subject: SANTA CRUZ - DOUBLESHOT AMUSEMENT RIDE

I understand that the Coastal Commission is reviewing an application to install the "Doubleshot" amusement ride at the Santa Cruz Beach Boardwalk.

I support approval of this application.

As a child, 50 years ago, my annual summer pleasure was to travel to Santa Cruz with my sisters, parents and grandparents, stay in one of the little motels near the beach and spend our summer vacation making sand castles and begging mom for a ride on one of the rides. I hope to take my grandkids to Santa Cruz some day and share that experience with them, but to survive, the Santa Cruz Beach Boardwalk needs new attractions like the Doubleshot Ride that will keep it competitive with other northern California amusement parks. I hope that you will allow this traditional business, one that has given so much joy to families, to stay competitive and stay in business by adding new attractions like the Doubleshot.

Most sincerely yours,

John Poimiroo
 1448 Crocker Drive
 El Dorado Hills, CA 95762
 (916) 933-8860

Susan Craig

From: Ann Parker [atparker@pacbell.net]
Sent: Wednesday, March 10, 2004 9:12 PM
To: scraig@coastal.ca.gov
Subject: Yes for Double Shot!

I'd like to put in a positive word for the proposed new "Double Shot" ride at the historic Santa Cruz Beach Boardwalk.

Since first opening in 1907, the Boardwalk has brought pleasure to millions of people, of all ages and lifestyles. In order to keep up with the times the park needs to be able to grow and appeal to a new generation of visitors and locals alike. This new ride will add a fresh, exciting attraction to the Boardwalk while also fitting in with its 97-year-old heritage.

Please give your support to the Boardwalk's proposed "Double Shot" ride.

Sincerely,

Ann Parker
 Box 293
 Davenport, CA 95017

3-04-014

Exhibit 4
 Pg 23 of 44

3/11/2004

Susan Craig

From: RICHARD C JONES [rcjins@juno.com]
Sent: Thursday, March 11, 2004 1:45 AM
To: scraig@coastal.ca.gov
Subject: Doubleshot Ride

I am in favor of adding the "double shot" ride at the Boardwalk. It is imperative that we do everything possible to enhance our tourism business to the area in these economic times. Thank you R.C. Jones
Insurance Aptos Ca

Susan Craig

From: Nik Whiting [nik@whittingsfoods.com]
Sent: Thursday, March 11, 2004 9:57 AM
To: scraig@coastal.ca.gov
Subject: Double shot ride approval

Hello Costal Commission Members,

Growth and change are a fundamental aspect of life.

This applies to both people and businesses.

Supporting the Double Shot ride is a chance to make this truth a reality.

Thanks for your understanding.

Nik

Susan Craig

From: Ron Whiting [ron@whittingsfoods.com]
Sent: Thursday, March 11, 2004 8:28 AM
To: scraig@coastal.ca.gov
Subject: Double Shot ride at the Boardwalk

Dear Sir:

I am in total support of the new ride at the Boardwalk in Santa Cruz. As a 50 year resident of Santa Cruz, I believe it will be a great asset to the park and the community. Please vote in favor of it.

Sincerely,

Ronald Whiting

3-04-014

1

Exhibit 4
Pg 24 of 44

Susan Craig

From: Karen Hibble [karen@aptoschamber.com]
Sent: Thursday, March 11, 2004 4:06 PM
To: Scraig@Coastal.ca.gov
Subject: Yes for the Double Shot Ride

Please consider a yes vote on the Double Shot Ride at the Santa Cruz Beach Boardwalk. As you know many families enjoy the Boardwalk, and the new ride is another reason to revisit our beautiful coast. Thank you, Karen Hibble

Susan Craig

From: stevenl@baymoon.com
Sent: Friday, March 12, 2004 10:21 AM
To: scraig@coastal.ca.gov
Subject: Please approve the Boardwalk Ride

As a central coast resident I like to go to the Boardwalk and would like to see the doubleshot ride approved by the coastal commission.

Thank you.

Liz
Egbert

Susan Craig

From: D.J. Deacon [deaconhouse@sbcglobal.net]
Sent: Thursday, March 11, 2004 1:18 PM
To: scraig@coastal.ca.gov
Subject: support

The Gem is the Broadwalk. We must perserve this incredible destination. I approve to all requests for the Broadwalk to expand for more fun. The folks there have done an amazing job.
dj deacon{ a fall guy from the stunt show at Frontier Village}

Susan Craig

From: Chuck Ryder [cryder34@pacbell.net]
Sent: Thursday, March 11, 2004 5:59 AM
To: scraig@coastal.ca.gov
Subject: Yes for Double Shot Ride

Hello,

I am writing today to voice my support and ask you to say YES to the new Santa Cruz Beach Boardwalk Double Shot ride. As a life long resident of the California coast I am proud to invite my friends and family from around the state to visit the Santa Cruz Beach Boardwalk every year. The Double Shot ride will help continue this tradition and is a perfect fit for the beach and Boardwalk.

Thank you,

Chuck Ryder

Page 1 of 1

Susan Craig

From: Gary W. Smith [garyws@charter.net]
Sent: Friday, March 12, 2004 5:52 AM
To: scraig@coastal.ca.gov
Cc: marql@scseaside.com; 'Karen Hibble'
Subject: Yes to SC Boardwalk Double Shot Ride

Hello,

I am Gary Smith, President of the Aptos Chamber of Commerce. The Chamber has a membership of over 600 local businesses who for the most part rely on tourism and recreational activities for our livelihoods. The Santa Cruz Beach Boardwalk is a very enjoyable place for tourist and local residents to visit. We also enjoy the fact that the local owners and managers of the Boardwalk contribute to our local economy with jobs and have service demands that our local businesses provide. We appreciate the fact that the Boardwalk is constantly being improved and that every year there are new and exciting ways to enjoy ourselves. There will never be another recreational facility on the Central Coast like the Boardwalk, and that is a good thing as long as they can keep the operations safe, clean, exciting and fresh with new reasons to visit - like doing the Double Shot ride. The Boardwalk does it all, and now needs our support to provide a fresh new and exciting ride...Disney Land and other major recreational attractions do the same or they fail and close down!

*Please support the Double Shot ride, it will be another good reason for our families to visit the Boardwalk! Thanks!
Gary W. Smith*

Gary W. Smith
Insert a catchy tag line or saying here
Gary W. Smith
garyws@charter.net

Powered by Plaxo

Want a signature like this?

3-04-014

Exhibit 4
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3/11/2004

Susan Craig

From: Rebecca Brown [rebecca_brown@cox.net]
Sent: Friday, March 12, 2004 12:41 AM
To: scraig@coastal.ca.gov
Subject: Yes for the Double Shot Ride

I am writing to you to express my support for the Boardwalk's proposal to add the Double Shot ride to its offerings. The Boardwalk is an incentive for my family and friends to visit the Boardwalk as well as the coastal area. I am a non-coastal resident who visits the area often. The Boardwalk is an easily accessible and an affordable family experience that we often take advantage of. In order for the Boardwalk to continue to be an area attraction, it must continually add new rides to keep guests returning to the coast – supporting the local economy. The Double Shot ride will be a positive addition that fits well other Boardwalk rides and will enhance the community.

Thank you for your consideration.

Rebecca Brown
 San Diego, California

Susan Craig

From: Karl J. Rice [kjrice@u.washington.edu]
Sent: Thursday, March 11, 2004 4:48 PM
To: scraig@coastal.ca.gov
Subject: Double Shot ride, Santa Cruz Seaside Company

Coastal Commission,

The proposed Double Shot ride by the Santa Cruz Seaside Company will add value to the coastal area in question, the Boardwalk, and most importantly the community. The Boardwalk provides a constant source of tourism to the city and new rides and attractions serve as a means to ensure that this tourism remains constant. The amusement park's prime location draws people to the coast and new rides such as the Double Shot provide even more incentive to visit. The ride will blend in well with the existing attractions and it fits with the overall atmosphere and character of the Boardwalk. Without new rides, visitors will not continue to return to the coast, causing economic hardship for both the coast and the Boardwalk. I fully support the addition of the Double Shot attraction at the Santa Cruz Beach and Boardwalk,

Sincerely,

Karl Rice

3-04-014

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3/12/2004

Susan Craig

From: Chris Ferrante [cferrante@coasthotelsusa.com]
Sent: Friday, March 12, 2004 10:49 AM
To: scraig@coastal.ca.gov
Subject: DoubleShot Ride

Dear Coastal Commission,

The Double Shot Ride at Santa Cruz Boardwalk is a no-brainer! It would help to attract more people to our California Coast, therefore giving us the ability to share the beauty. Furthermore, it is nice to see that the businesses in the Beach Area are spending capital dollars to upgrade their business and improve the aesthetics of the coastline and the entire city.

Chris Ferrante
President of the SC County Lodging Assoc

Susan Craig

From: Iris1996@aol.com
Sent: Friday, March 12, 2004 12:07 PM
To: scraig@coastal.ca.gov
Subject: Boardwalk Ride

Dear Coastal Commission Members:

I would like to add my voice to the others that are in support of the Santa Cruz Beach Boardwalk adding a new ride to its inventory.

Tourists visit Santa Cruz for our weather, our beaches and the Boardwalk because it is located on the beach. In order for the Boardwalk to remain competitive with other theme parks like Great America in Santa Clara, it is necessary for it to upgrade its rides. The addition of the "Double Shot" will achieve this goal.

The Santa Cruz Beach Boardwalk is a force in this county in providing much needed employment for our youth, adding to the tax base and donating to education. We should all be ready to support businesses that sustain their commitment to our community.

Please show your support for the Santa Cruz Beach Boardwalk by approving the permits needed for the "Double Shot" ride.

Diane K. Siri
County Superintendent of Schools
Santa Cruz County

3-04-014

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Pg 28 of 44

Susan Craig

From: WHCarlsberg@aol.com
Sent: Friday, March 12, 2004 12:18 PM
To: scraig@coastal.ca.gov
Subject: Boardwalk

I would like to express my support for the Double Shot ride at the Boardwalk in Santa Cruz. I fill that the Boardwalk has a great effect in providing "family fun" for not only those of us that live in this great place, but for family and friends that come to visit our area. Thank you for you passion in bringing joy to our community.
 May God Bless you in your decision making process.
 Bill

Susan Craig

From: Don Hutchison [SHF489@co.santa-cruz.ca.us]
Sent: Saturday, March 13, 2004 10:29 AM
To: scraig@coastal.ca.gov
Subject: Boardwalk Support

I support the Boardwalk's request to add the new Double Shot ride at their seaside facility. I worked at this seaside attraction 30 years ago. It gave me a real appreciation for the beauty of Monterey Bay. I believe this company has contributed to maintaining the shoreline for future generations. The area actually looks better now than when I was a child. The tax revenue that the tourists bring to Santa Cruz is extraordinarily important to the City of Santa Cruz. Regards, Don J. Hutchison

Susan Craig

From: marql@ebold.com
Sent: Friday, March 12, 2004 10:30 AM
To: scraig@coastal.ca.gov
Subject: Yes to Doubleshot

Please approve the doubleshot ride. The Boardwalk gets folks from all over the state to come to the coast and enjoy California.

Thank you.

Marq Lipton
 Aptos,
 CA

3-04-014

Exhibit 4
Pg 29 of 44

3/12/2004

Susan Craig

From: Pat and Cris [ipsbrews@gotnet.net]
Sent: Sunday, March 14, 2004 9:18 PM
To: scraig@coastal.ca.gov
Subject: Santa Cruz

"I support the new Santa Cruz Beach Boardwalk ride
M.C. Scholzen
5055 E. Live Oak Rd
Lodi CA 95240

Susan Craig

From: Susan & Allen Weitzel [weitzel@blueneptune.com]
Sent: Sunday, March 14, 2004 9:58 AM
To: scraig@coastal.ca.gov
Subject: Boardwalk Ride

Dear Sir,

Here is my yes vote for the Double Shot ride for the Santa Cruz Beach Boardwalk.

Thank you.
Allen Weitzel

Page 1 of 1

Susan Craig

From: Stenbergcraig@aol.com
Sent: Friday, March 12, 2004 8:05 PM
To: scraig@coastal.ca.gov
Subject: new ride at boardwalk

Hi, Just want to say "Yes to Double Shot" Born in Santa Cruz, lived hear all my life and don't see a problem with the new ride. We all need new change, and this can only be positive for Santa Cruz. It doesn't take away from the view, and it will help bring in more people to Santa Cruz.

Thanks, Linda Stenberg

3-04-014

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3/15/2004

Susan Craig

From: Michelle Bellerjeau [bellerjo@cruzio.com]
Sent: Saturday, March 13, 2004 6:41 PM
To: scraig@coastal.ca.gov
Subject: Double Shot

California Costal Commission

Letter of support: Seaside Company, Double Shot ride.

This is to let you know that I support the proposed Double Shot ride scheduled to be installed at the Santa Cruz Boardwalk.

I think that it is important the Boardwalk in Santa Cruz be able to provide this type of entertainment to central coast families. Please also consider that the Santa Cruz City Council approved the Boardwalk's request by a 7 to 0 vote.

Sincerely
Paul Bellerjeau

Susan Craig

From: nef1560@att.net
Sent: Saturday, March 13, 2004 5:16 PM
To: scraig@coastal.ca.gov
Subject: Double Shot ride at Santa Cruz Boardwalk

Dear Ms. Craig,

The Santa Cruz Beach and Boardwalk supplies amusement in a safe and clean environment for families from all over the middle of California. The cost is much more reasonable than most amusement parks and affords families a chance to enjoy the scenery and the rides without paying an entry price.

I would like to encourage your commission to grant the Seaside Company permission to place this new ride. The Santa Cruz City Council felt it was a good thing by passing the resolution by a 7-0 vote.

Sincerely,

Nancy Freeze

3-04-014

Exhibit 4
Pg 31 of 44

Susan Craig

From: Ellomar@aol.com
Sent: Saturday, March 13, 2004 11:42 AM
To: scraig@coastal.ca.gov
Subject: Double Shot Ride at Boardwalk

This e-mail supports the addition of the Double Shot Ride. I feel the SC Beach Boardwalk is a unique seaside amusement park and we must do all we can to promote it and keep visitors wanting to return. The new ride is a exciting addition and we should not miss this opportunity to ensure that the tax revenues from this park will continue to support the city of Santa Cruz and services to its citizens. SC Beach Boardwalk is already an amusement park with all the necessary support such as parking, security, food, sanitation, and handicapped access. We would not be making new negative environmental impacts. YES to the DOUBLE SHOT!!

Julie Lorraine and Barry Marks
Aptos, CA

Page 1 of 1

Susan Craig

From: CraigInSV@aol.com
Sent: Monday, March 15, 2004 11:22 AM
To: scraig@coastal.ca.gov
Subject: Go! Boardwalk Tower...PLEASE?

To Whom it may concern,

The Boardwalk needs new and exciting attractions to continue successfully where other similar parks have failed and closed. It was decided long ago that this was the place for an amusement park, so let it continue to be the place that many generations of families have enjoyed for many decades.

Our family loves the Boardwalk. We live in Scotts Valley. We watched San Jose limit Frontier Village amusement park after it had been there for 20 years, and the park closed. That was a great loss to the people of the Bay area, and they new it AFTER it was gone.

The Boardwalk needs the Double Shot ride. The community needs the Boardwalk to stay healthy and competitive.

Please approve this ride when you are asked to make that tough decision. It is the right thing to do.

Thank You Very Much!

3-04-014

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Craig Moorhead, a 24 year resident of the county, and former resident of San Jose

Susan Craig

From: Gary Green [ggreen@santacruzca.org]
Sent: Tuesday, March 16, 2004 4:14 PM
To: 'scraig@coastal.ca.gov'
Cc: Maggie Ivy
Subject: santa cruz beach boardwalk

March 16, 2004

dear coastal commission

i just want to lend my voice of support for the doubleshot ride the santa cruz seaside company is bringing to the santa cruz beach boardwalk. the city council of santa cruz has approved the ride with a 7-0 vote. i hope the coastal commission will do the same.

santa cruz is a tourist town, has been for over 100 years. the beach boardwalks part a california and national historic landmark. we need to support the seaside companies ongoing efforts to improve the park. i urge you to cast a positive vote to approve the doubleshot ride as both a private citizen who has lived in santa cruz county for over 25 years and a tourist marketing and promotions professional with years of experience in the field. santa cruz needs the beach boardwalk, the beach boardwalk needs the doubleshot ride and california needs the economic growth.

sincerely

Gary Green
Coop Marketing Manager
Santa Cruz County CVC
1211 Ocean Street
Santa Cruz. CA 95060
Phn: 831.429.7281 x103
ggreen@santacruzca.org
www.santacruz.org

Susan Craig

From: yarmi74@netscape.net
Sent: Monday, March 22, 2004 8:59 PM
To: scraig@coastal.ca.gov
Subject: Please support the Doubleshot

I support the new Doubleshot ride at the Beach Boardwalk. The Boardwalk is the main reason I came to this town as a child and continues to hold significant interest for me. A ride of this caliber is an attraction for my family and many others in the area to return repeatedly, keeping the Boardwalk competitive in the amusement industry. A benefit to the Seaside Company has an indirect benefit to all small businesses and, through the admissions tax, is directly beneficial to the economy of Santa Cruz. Please support the Doubleshout.

Thank you.
Amy Penfield

Susan Craig

From: RIVER8RUN@aol.com
Sent: Tuesday, March 16, 2004 9:46 PM
To: scraig@coastal.ca.gov
Subject: Double Shot ride

Dear Ms. Craig,

I am 15 years old and I want to vote YES for the Double Shot ride at the Boardwalk. I love the Boardwalk and go there as much as I can. It is great anyway but even better when I can try a new ride.

It needs new rides so people will keep coming there and spending their summer on the beach in Santa Cruz. Please let them have the new ride.

Thanks!

Sincerely,

Scott Carnahan
snoball@gbis.com

Susan Craig

From: RIVER8RUN@aol.com
Sent: Tuesday, March 16, 2004 9:29 PM
To: scraig@coastal.ca.gov
Subject: Double Shot

Dear Susan Craig,

This email is to let you know that I am in support of the Boardwalk adding the new ride, Double Shot. It will enhance the Boardwalk's attractive qualities. Without new rides being available for families, the Boardwalk cannot compete with other amusement parks that continuously upgrade their attractions. The Boardwalk is an important coastal attraction for my family and new rides offer more selection, choices and opportunities to have fun.

Please vote in favor of extending this request to them for the benefit of my family and so many others that visit the Boardwalk regularly. Double shot would be another reason for my family to visit the Boardwalk and support its wonderful atmosphere and high quality services.

Thank you for your kind consideration,

Janet Carnahan
river8run@aol.com

3-04-014

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3/17/2004

Susan Craig

From: John Kettles [JohnK@datadistributing.com]
Sent: Wednesday, March 17, 2004 3:36 PM
To: SCraig@coastal.ca.gov
Cc: John Kettles
Subject: Yes to Double Shot

Hello Susan,

Just wanted to lend my support to the Boardwalk's proposed new ride called the double shot that is now being decided by the Coastal Commission. I have heard irrational arguments against the project on at least two grounds. One – birds. People have been saying that birds will fly into the proposed structure and injure themselves. If this is the case, we are birds not extinct by now? Just a few miles away from the Boardwalk are the redwoods forests with trees much higher and narrower than the Double Shot. If birds can avoid injury by trees, won't they also stay away from the ride? Also there are radio towers a few miles away that are just as high or higher than the proposed ride.

Second argument is ruining the sightlines of the beach. I say beauty is in the eye of the beholder. I think nothing is as beautiful as coming around E. Cliff Drive and seeing the giant dipper roller coaster in all of its glory. And what is a roller coaster if there isn't an amusement park surrounding it. The amusement park won't be there if they are not allowed to occasionally upgrade their facilities and encourage attendance to the park. With the new amusement parks around the area, it is harder and harder for the Boardwalk to increase attendance without giving people a reason to go there. The double shot will be a reason.

I can't wait to go on the ride. Please approve it!

Thanks for reading,

John Kettles
CFO, Data Distributing
 (800) 635-6779 (831) 457-3537
 direct line (831) 466-1409
 fax (831) 427-0634 www.datadistributing.com

Susan Craig

From: RIVER8RUN@aol.com
Sent: Tuesday, March 16, 2004 9:52 PM
To: scraig@coastal.ca.gov
Subject: Boardwalk ride - Double Shot

Dear Ms. Craig,

I come to visit my family in Santa Cruz every summer. I heard that the Boardwalk is requesting the addition of a new ride. It sounds like the Double Shot will be a great new addition that families like mine would really enjoy. I am 21 years old and I have been going to the Boardwalk since I was very young. I love it there!

Please put in my support for the Double Shot and the Boardwalk. It will only make a great place even better. More and more people will want to visit the area if more and more rides are allowed to be there. Other parks always add more rides so, for greater growth, so should the Boardwalk.

Thank you.

Sincerely,

3-04-014

Courtney L. Carnahan
carnahancc@hotmail.com

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Susan Craig

From: Darren R. Besoyan [coasterbear@att.net]
Sent: Thursday, March 18, 2004 9:45 AM
To: scraig@coastal.ca.gov
Subject: Santa Cruz Boardwalk Double Shot

Greetings,

I'm writing today in support of the proposed new Double Shot attraction for the Santa Cruz Beach Boardwalk.

Santa Cruz is my hometown, and the Boardwalk is deeply intrenched in my past, present, and future. I can't imagine Santa Cruz without the Boardwalk. To continue to survive in a market full of theme parks and other attraction, the Boardwalk must continue to look at new attractions and improve, update, and refresh itself. Profits is not the issue here, but the overall continued well being of the Santa Cruz economy.

Please consider allowing the Boardwalk to install their two modest Double Shot Towers (there are others that are 300').

Thank you for you time and consideration.

Sincerely,

Darren R. Besoyan
American Coaster Enthusiasts
Assistant Regional Representative
ACE Northern California
E-mail: dbesoyan@ACEonline.org
ACE Web Page: www.ACEonline.org
ACE NorCal Web Page: <http://pws.prserv.net/steven/ace/index.html>

Susan Craig

From: Dawn Jennings [dawn.jennings@comcast.net]
Sent: Friday, March 19, 2004 9:32 AM
To: scraig@coastal.ca.gov
Subject: Double Shot Ride

Dear Sirs,

I am writing to let you know that I support the plans to add a new thrill ride to the Santa Cruz Boardwalk. This theme park has always been an exciting part of my families lives. My husband and I have been going to the Boardwalk for almost 20 years and our 2 daughters love the park. They think the rides there, especially the thrill rides are the greatest! The Boardwalk is a very important coastal attraction, but as the girls get older, we need to look for bigger and better rides to meet their interests. A new Thrill ride at the Boardwalk will ensure that we continue to visit for years to come.

Thanks for your consideration. We are looking forward to riding the Double Shot Ride.

Dawn Jennings and Family
925-776-5357
1931 Grass Mountain Court
Antioch, CA 94531

3-04-014

Susan Craig

From: Gillette, Giuliana E [gegillette@kbhktv.com]
Sent: Thursday, March 18, 2004 4:36 PM
To: 'scraig@coastal.ca.gov'
Subject: New ride at Santa Cruz Beach boardwalk

I just wanted to write an email saying I am in support of the new ride at the Beach boardwalk. I think it would be a great thing and I would be excited to ride it.

Thank you!

Giuliana Gillette Vlasak

Susan Craig

From: Ray [coasteray@hotmail.com]
Sent: Thursday, March 18, 2004 2:31 PM
To: scraig@coastal.ca.gov
Subject: Santa Cruz Boardwalk & Double Shot attraction

I would very much like to encourage the Commission to approve the proposed attraction to the Boardwalk. I think this would be a very welcome addition to the amusement area. Certainly it is a popular type of attraction at both Disney's California Adventure and Knott's Berry Farm. My family enjoys making stops at the Boardwalk when we can as we come to California from Washington State. Any new attraction for the Boardwalk would be a positive sign of growth and incentive to tourism, and make the area more competitive with other amusement parks in California. The proposed attraction is very popular around the nation at many larger amusement parks, almost to the point of being a standard attraction.

Thank you for listening to my opinion. I hope it bears fruit in your decision.

Ray O'Russa
Spokane, WA

Susan Craig

From: Wittw2@aol.com
Sent: Thursday, March 18, 2004 2:30 PM
To: scraig@coastal.ca.gov
Subject: Santa Cruz Boardwalk

I am writing to express my support for the Double Shot thrill ride. The Boardwalk is an important coastal attraction, easily accessible and affordable. This new ride will keep locals and tourists returning and fits with the other rides. Please vote "Yes to Double Shot". JWittwer

3-04-014

Exhibit 4
Pg 37 of 44

Susan Craig

From: Philip Snow [prsnow@msn.com]
Sent: Monday, March 22, 2004 10:34 AM
To: scraig@coastal.ca.gov
Subject: Santa Cruz Boardwalk

We would encourage the approval of the Big Shot Ride at the boardwalk in Santa Cruz. We have been going to the boardwalk several times a year as it was clean family fun and our children enjoyed the rides and the area. It is nice to see new things to do there as it does add variety and is something new to look forward to. It is a well run operation. Thank you for your consideration.

Phil and Joni Snow

Susan Craig

From: Nite, Mary [mnite@live105.com]
Sent: Friday, March 19, 2004 3:46 PM
To: 'scraig@coastal.ca.gov'
Subject: Support of the new ride at Santa Cruz Beach Boardwalk

Hi Susan,

I am in support of the new ride at Santa Cruz Beach Boardwalk. I am a Bay Area native and I've spent many summers at the Santa Cruz Beach Boardwalk and have cherished many fond memories there. I think that it would be fantastic to have a new attraction at the Boardwalk. I am also a UCSC graduate and spent my college years in Santa Cruz! The Santa Cruz Beach Boardwalk is also my client and I support all their radio advertising and promotional partners to bring more people to the Boardwalk. Please count my vote in for this new attraction!

Mary Nite
Account Executive
LIVE 105 / KITS-FM
105.3 San Francisco
415-402-6731-direct
415-956-3314-fax
www.live105.com

3-04-014

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3/22/2004

Susan Craig

From: Mike Gilpatrick [mikegilpatrick@sbcglobal.net]
Sent: Wednesday, March 10, 2004 9:41 PM
To: scraig@coastal.ca.gov
Subject: Santa Cruz Beach Boardwalk

To: The California Coastal Commission

I would like to take a moment of your time to present my support for the Santa Cruz Beach Boardwalk adding a new ride "Boardwalk Double Shot Ride". My family takes advantage of this amusement park occasionally, and feel that the ride will help to solidify the excitement and adventure that this amusement park presents. My first job was at an amusement park 31 years ago, and this presents a wonderful opportunity to keep employing young adults as they go to school. The park I worked at had to close due to the inability to expand. Please consider this addition to the park and keep the growth of the park enabled and to keep interest and viability. Thanks for your time.

Mike Gilpatrick
 530 Fountain Way
 Dixon Ca. 95620

Susan Craig

From: JGuire@aol.com
Sent: Wednesday, March 10, 2004 6:18 PM
To: scraig@coastal.ca.gov
Subject: Re: Beach Boardwalk

Just a quick note in support of the new ride proposed for the Santa Cruz Beach Boardwalk. My family has grown up in Santa Cruz and consider the Boardwalk an integral part of their heritage. My grown children bring their friends back to the beach for visits and now my grandchildren enjoy the boardwalk and the fun of the rides and the coziness of the venue. When they heard there would be a new ride, their excitement grew knowing they would visit their grandmother in the summer for another great vacation including a new ride. The nostalgia of the boardwalk combined with modern (yet not techie) upgrades makes Santa Cruz a popular destination for not only residents but out of town visitors. My vote as a Santa Cruz County resident is "YES" on the ride.

Jeanette Guire
 Director of Sales
 Wax Museum at Fisherman's Wharf
 415 202 0416 www.waxmuseum.com

3-04-014

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3/11/2004

Susan Craig

From: Gerry Watt [gwatt@macnexus.org]
Sent: Thursday, March 18, 2004 2:25 AM
To: scraig@coastal.ca.gov
Subject: Double Shot ride at the Santa Cruz Boardwalk

Dear Ms. Craig:

I'm writing this in support of the installation of the proposed Double Shot ride at the Santa Cruz Boardwalk.

I love visiting the Boardwalk and the beach, but do feel the Boardwalk needs to add attractions from time to time--I notice I visit the 'Walk and beach more often when it does.

I hope the Commission will vote in favor of the Double Shot ride's installation at the Boardwalk.

Thank you for your time,
Gerry Watt
Sacramento, CA

Susan Craig

From: Patricia Almond [triciaalmond@earthlink.net]
Sent: Wednesday, March 17, 2004 2:47 PM
To: scraig@coastal.ca.gov

Hello there!

I am writing to support the new Double Shot ride which the Santa Cruz Boardwalk is offering for it's 2005 Summer Season.

Please approve this ride. I have friends and family who I love to take to the boardwalk and having a new ride there for all to experience will just give us a great excuse to go back there many times this summer. I might even get a season pass!

I love the fact that the Boardwalk is willing to invest this kind of money in such a crazy economy. This will surely help the Santa Cruz economy by brining people over the hill to ride the new thrilling ride.

Thank you for your time and I really hope my voice is heard and that you approve this new thrilling, fantastic, fun, mind blowing ride!

Tricia Almond

3-04-014

Susan Craig

From: Regina McGraw [bigzbsboss@yahoo.com]
Sent: Thursday, March 18, 2004 7:54 AM
To: scraig@coastal.ca.gov
Subject: Double Shot Ride at S.C.Boardwalk

Dear Ms.Craig,

I urge you and the Coastal Commission to immediately approve the Double Shot Ride at the Santa Cruz Boardwalk. It certainly is appropriate and in line with updating and improving our major tourist attraction and local treasure- the Boardwalk.

We must support business efforts for the health and prosperity of our community. Let's adopt a visitor-friendly and innovative attitude.

Sincerely,
Regina McGraw

Susan Craig

From: Gayle Gamble [ggamble@zilog.com]
Sent: Thursday, March 18, 2004 7:50 AM
To: 'scraig@coastal.ca.gov'
Subject: Double Shot

I support this addition. Anything bringing revenue is beneficial to the Santa Cruz area.

*Gayle Shakley Gamble
Technical Writer
ZiLOG, Inc.
532 Race Street
San Jose, CA 95126-3432
email: ggamble@zilog.com
phone: 408.558.8307*

Susan Craig

From: Margie Sisk [margie@whitingsfoods.com]
Sent: Tuesday, March 16, 2004 6:08 PM
To: scraig@coastal.ca.gov
Subject: Support the double shot ride

I think the Boardwalk deserves to make improvement and additions as necessary. It is a beautiful and fun part of the coast of california.....truly a gift to santa cruz.

Margie Sisk

3-04-014

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Pg 41 of 44

Susan Craig

From: austin [austinsherwood@yahoo.com]
Sent: Thursday, March 18, 2004 4:38 PM
To: scraig@coastal.ca.gov
Subject: Boardwalk Double Shot Ride

to whom it may concern:

i would like to cast my vote in favor of the proposed ride. i am a Santa Cruz resident and live about a mile from the boardwalk. my family and i have been coming to the Boardwalk for years. it is my opinion that this ride will allow the Boardwalk to remain competitive and be a wonderful addition to our seaside amusement park.

thank you for your consideration and please vote to approve this ride.

sincerely,
Austin Sherwood
Santa Cruz, Ca

Susan Craig

From: Gary Harwin [gary@scvmtg.com]
Sent: Thursday, March 18, 2004 4:03 PM
To: scraig@coastal.ca.gov
Subject: The Double Shot at the Santa Cruz Boardwalk

Dear Susan,

I doubt there is any question in anyone's mind that the Boardwalk has become an unofficial California Historical Landmark. It is unique on the West Coast and every reasonable effort should be made to insure that it remains for generations to come.

The Double Shot, although a somewhat "different" structure for a community like Santa Cruz, is within the unique setting of the Boardwalk and certainly fits in with the existing "thrill" rides there. It will undoubtedly add to the excitement of this unique beachside attraction - thereby drawing more visitors to the community and thusly benefiting the City of Santa Cruz.

The Commission's approval of the Double Shot is very key to helping the West Coast's only major beach side amusement park remain a viable entity.

Thank you for your time and consideration.

Gary Harwin
Los Gatos, CA

3-04-014

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Susan Craig

From: Jeff Scott [JScott@mondosphere.com]
Sent: Monday, March 22, 2004 2:11 AM
To: sraig@coastal.ca.gov
Subject: The Santa Cruz Beach Boardwalk's proposed "Double Shot" tower ride.

I live in Fresno California, far away from Santa Cruz or the Pacific Ocean. I visit the Santa Cruz Beach Boardwalk each year numerous times as an escape from the San Joaquin Valley heat, and have visited the Boardwalk every year since 1983. The Boardwalk has been a part of the California coast for about a century now, and I'm excited about the proposed new "Double Shot" tower ride, which the Santa Cruz City Council approved, which will improve the Boardwalk drawing more visitors and improving that city's economy. These tower rides are all over the world, and a few of them are featured at coastline amusement parks with absolutely no reports of any birds crashing into them. I sincerely hope that the Coastal Commission can continue its favorable relationship with the Santa Cruz Beach Boardwalk and approve it's proposal of the new tower ride for next year. There are MANY who live in the San Joaquin Valley who visit the Boardwalk each year like myself for much of the same reasons. Thank you for your consideration.

Susan Craig

From: Tom and Angie [angientom@yahoo.com]
Sent: Saturday, March 06, 2004 4:23 PM
To: sraig@coastal.ca.gov
Cc: dianna@scseaside.com
Subject: Yes for the Double Shot Ride!

Yes for the Double Shot Ride!

Tom Scholzen

Susan Craig

From: Glenn Kramer [bki@cruzio.com]
Sent: Friday, March 05, 2004 3:41 PM
To: sraig@coastal.ca.gov
Cc: Dianna Ligon
Subject: "I support the new Santa Cruz Beach Boardwalk ride"

"I support the new Santa Cruz Beach Boardwalk ride"

3-04-014

Exhibit 4
Pg 43 of 44

3/22/2004

Susan Craig

From: Donaven Staab [donaven@donaven.com]
Sent: Monday, March 22, 2004 12:07 PM
To: Susan Craig
Subject: Double Shot Ride at the Boardwalk

Dear Susan,

Thank you for taking the time to hear my families comments regarding the new proposed Double Shot Ride at the Santa Cruz Beach Boardwalk.

We'd love to see a ride like the Double Shot at the Boardwalk. We've ridden similar rides and think that they are very fun. It would be a nice addition to the Boardwalk's fun rides.

We hope that you will approve the Double Shot for the Boardwalk.

Thanks again for your time and have a wonderful day!

Sincerely,
Donaven, Susie, Dylan and Carly Staab
Santa Cruz, CA

Susan Craig

From: Gerald McLean [gmcleansf@hotmail.com]
Sent: Monday, March 22, 2004 4:46 PM
To: scraig@coastal.ca.gov
Subject: Santa Cruz Beach Boardwalk

Dear Sir,

I feel compelled to encourage you to allow the Santa Cruz Beach Boardwalk to grow!

I grew up in the South San Jose Area and have spent countless weekends at the boardwalk. Now a father myself I want to be able to continue that experience with my children and god willing, my grand children.

Anything that the Boardwalk can do to keep the doors open and safe will be a big help and keep people like me coming back year after year.

Thanks for your time and please do what you can to make the addition of the tower drop happen.

I can't wait to ride it!

Gerald McLean
San Francisco, CA

Susan Craig

From: myerswill@netscape.net
Sent: Monday, March 22, 2004 9:12 PM
To: scraig@coastal.ca.gov
Subject: Yes to the new Boardwalk ride

The Seaside Company has taken significant measures to modify the design of this ride to make the impact on the environment negligible. The new ride will keep people coming back for more. The Boardwalk needs this competitive edge in the amusement business and Boardwalk visitors are beneficial to the economy of Santa Cruz in general. Please support the Doubleshout ride at the Boardwalk.
Thank you for your consideration.

3-04-014

Susan Craig

From: Pelican Network [rocinante@pelicannetwork.net]
Sent: Wednesday, February 18, 2004 12:56 PM
To: Susan Craig
Subject: Re: FW: Double Shot

Dear Ms. Craig,

Thank you for forwarding the memo about the proposed Double Shot ride. Unfortunately it does not reflect serious consideration of the Coastal Act.

A chief objection of the 125-foot ride is its abrupt intrusion on the whole Santa Cruz landscape, not only whether it affects the view of two historic buildings.

The purpose of the Coastal Commission is to protect coastal resources. Coastal views are among our most important coastal resources.

Your opinion says that because other rides exceeded height limits, this excessive height should be allowed as well. That makes very little sense. Any other ride would have been only slightly higher than existing rides.

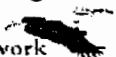
This new proposed ride is almost twice as high as any other ride - it is 55 feet higher than the Giant Dipper. In assessing the impact of the height of this Double Shot ride, it is not appropriate to compare it to the height of other rides at the Boardwalk.

But, moreover, this ride doesn't just exceed height limits. It does violence to the coastal viewshed. It will dominate the view from far around. It will jar the vision away from that of a coastal scene our Coastal Act was created to preserve.

PelicanNetwork will oppose this permit application. How can we be notified of the progress of this application, e.g., when it will be agendized, and what process we may follow to have our opinions registered?

PelicanNetwork is a 3,000-member network of conservation minded groups and individuals on the Central Coast. We hope that your office shall do more serious study of the ride application than is reflected in your memo to the city planner.

Sincerely,
Jack Ellwanger

 pelicannetwork .net

<http://www.pelicannetwork.net/>

Susan Craig wrote:

Mr. Ellwanger,

3-04-014

Exhibit 5
Pg 1 of 8

2/18/2004

Here is the email you requested to see regarding the Double Shot ride.

Susan Craig
Coastal Planner
California Coastal Commission
(831) 427-4863

> -----Original Message-----

> From: Susan Craig
> Sent: Thursday, September 04, 2003 2:55 PM
> To: Carl Henn (E-mail)
> Subject: Double Shot

>

> Carl,

>

> I discussed the new Double Shot ride with Diane Landry, our District
> Manager. As shown in the visual simulations you provided, the new ride
> would not block any historic views of the roller coaster. In addition,
> although the ride exceeds height limits for new building development in
> the Beach Commercial area, many of the other existing rides also exceed
> these height limits and the new ride would fit in with the existing
> amusement park character of the Boardwalk. Thus, we have no objections to
> the Seaside Company installing the new Double Shot ride.

>

> Susan Craig
> Coastal Planner
> California Coastal Commission
> (831) 427-4863

3-04-014

Exhibit 5
Pg 2 of 8

**COMMENTS IN OPPOSITION TO THE
APPLICATION BY THE SEASIDE COMPANY
FOR A COASTAL PERMIT FOR A 125 FOOT
TOWER AMUSEMENT RIDE AT THE SANTA
CRUZ BEACH BOARDWALK.**

FILE # 3-04-014

**SUBMITTED BY GILLIAN GREENSITE
3/18/04**

RECEIVED

MAR 19 2004

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

3-04-014

Exhibit ⁵
Pg 3 of 8

CALIFORNIA COASTAL COMMISSION
3/18/04

RECEIVED

MAR 19 2004

CALIFORNIA
COASTAL COMMISSION
CENTRAL COAST AREA

Dear Coastal Commissioners,

This letter expresses opposition to the Seaside Company's application for a Coastal Permit for the purpose of erecting a 125 feet high amusement ride on the coast at the Main Beach in Santa Cruz, site of the Santa Cruz Beach Boardwalk.

I assure you that I bear no animosity towards the current Beach Boardwalk. Myself, my family and our visitors have all enjoyed the Boardwalk for the past 30 years. I respect the Seaside Company for providing this unique asset to our community. This new ride, however, is out of character and out of scale. It will have a distinctly negative impact on the visual beauty of Santa Cruz, especially as seen from all points of the much visited, half-mile long Santa Cruz Municipal Wharf. (Attachment A.)

Viewed from the ocean and from the wharf, the Boardwalk in its current configuration, is a good fit with the surrounding natural environment. It works visually because all of the prominent buildings and rides at the Boardwalk are rounded or domed, from the historic Casino Building to the Giant Dipper. The structures in the foreground follow the curves of the Santa Cruz Mountains in the background. The foreground does not rise above the contour lines of the mountains and visual harmony is preserved. If a 125 feet high tower ride is placed in the foreground, this visual harmony is lost. The tall vertical structure will jut high above the skyline of the Santa Cruz mountains. All scale and proportion will be disrupted. The tower will dwarf the view. Rather than embracing the view in its entirety, the eye will be drawn to the steel truss tower which will be in constant vertical motion when in operation. The manufacturers of the ride sum it up in their promotional literature when they write, "Nothing gets noticed like a beautiful tower structure, especially when there are happy, screaming people traveling up and down on it", and, "your tower ride will be seen for miles around", and "an S&S tower ride will become the new marker for your park".(Attachment B). Is this really what the Coastal Commission wants to support for one of the most beautiful stretches of coastline in California?

The Santa Cruz Planning Commission voted against the project citing Policy 2.2 of the Community Development element of the General Plan which states, "preserve important public views and view sheds by ensuring that scale, bulk and setback of new development does not impede or disrupt them". The scale of this tower will undisputedly impede and disrupt the General Plan designated scenic view from the Wharf. This is not a subjective point of view. The only subjective aspect is whether or not this visual disruption matters. Many of us believe it matters a lot. Sadly, the Santa Cruz City Council, in a budget crisis, publicly stated that its 5% share of the Seaside Company's earnings was reason to approve the ride. By contrast, the Coastal Act and Coastal Commission, as I understand it, has a mandate to protect and preserve the visual character

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Exhibit 5
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and beauty of the California coast. Given that, I would anticipate the Commission might agree that what would be lost visually is not worth a 50 second thrill ride.

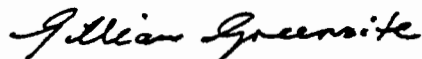
With respect to economics, at a meeting of Santa Cruz locally owned businesses earlier this year, the Seaside Company spokesperson stated that the Boardwalk is doing well financially contrasted to other amusement parks. Perhaps this success is due to a combination of family-style rides situated on a public beach in one of the most beautiful stretches of coastline in the State. The new ride will replace the very popular Red Baron ride, a favorite of younger children for many generations. In trying to cater to thrill-oriented teenagers and in so doing negatively impact the coastline beauty of Santa Cruz, the Seaside Company may be undermining its own success.

Those who support the ride tend to minimize its visual impact with comments such as, "you can see through it", or, "it's not a building", or as the City's Resource Ecologist wrote in his report, "the ride will not be an isolated tall structure". The fact is, the ride WILL be an isolated tall structure, completely out of sync with the surrounding natural and human environment.

I sincerely hope Commissioners that you are able to come to Santa Cruz, walk the length of the Santa Cruz wharf and imagine the visual impact of this ride, as high as the flagpole on the domed Casino building. I strongly doubt that the Santa Cruz City Council members did that. This coastal view from the Wharf is more precious than gold and I have a visceral turning of my stomach in imagining how it will be impacted by such an out of scale structure that has so little social value.

Thank you so very much for considering these comments. Your support in denying the Coastal Permit will safeguard the visual beauty of the Santa Cruz coastline for present and future generations.

Sincerely,



Gillian Greensite
130 Liberty Street
Santa Cruz, CA 95060
831 427-2174

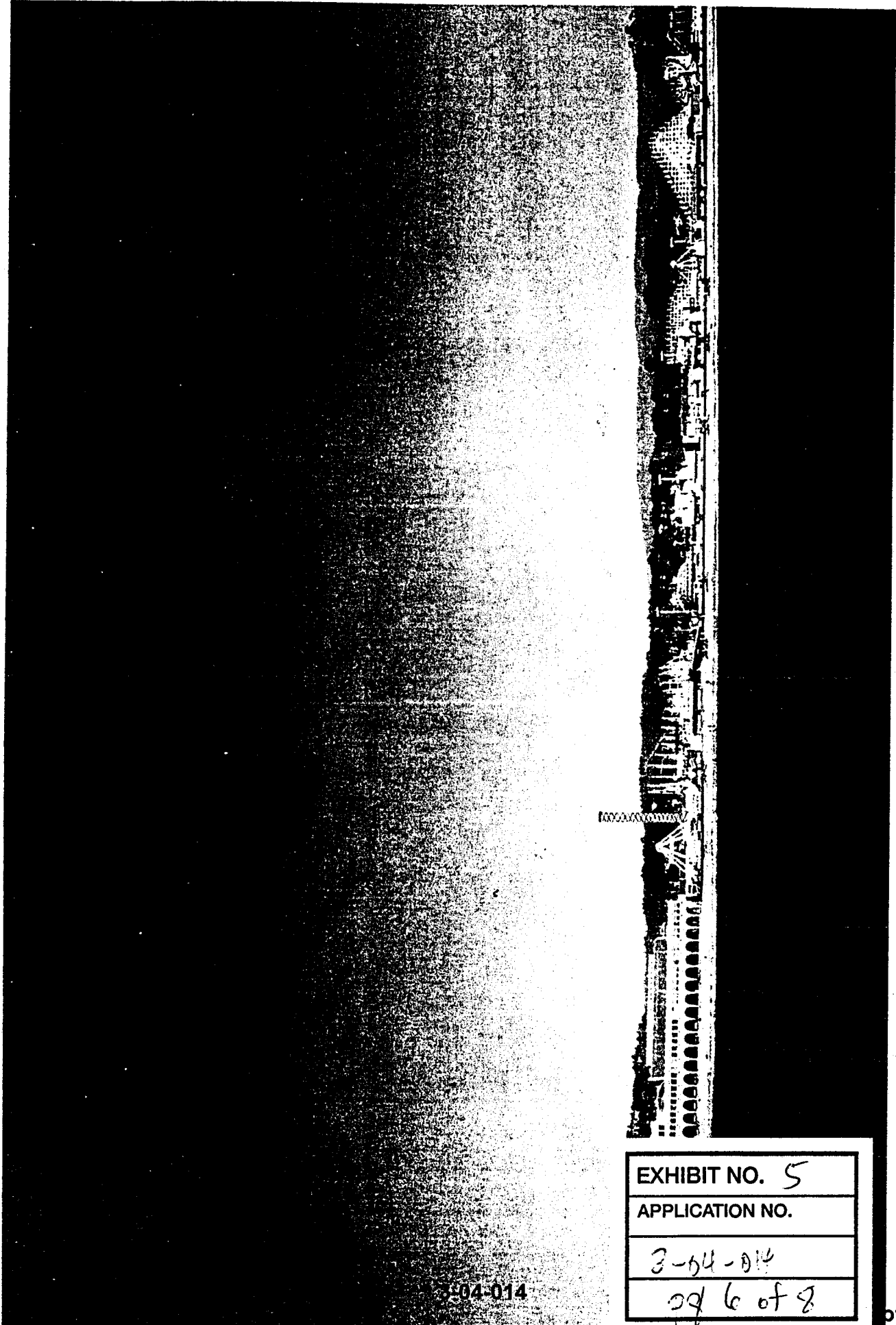


EXHIBIT NO. 5
APPLICATION NO.
3-04-014
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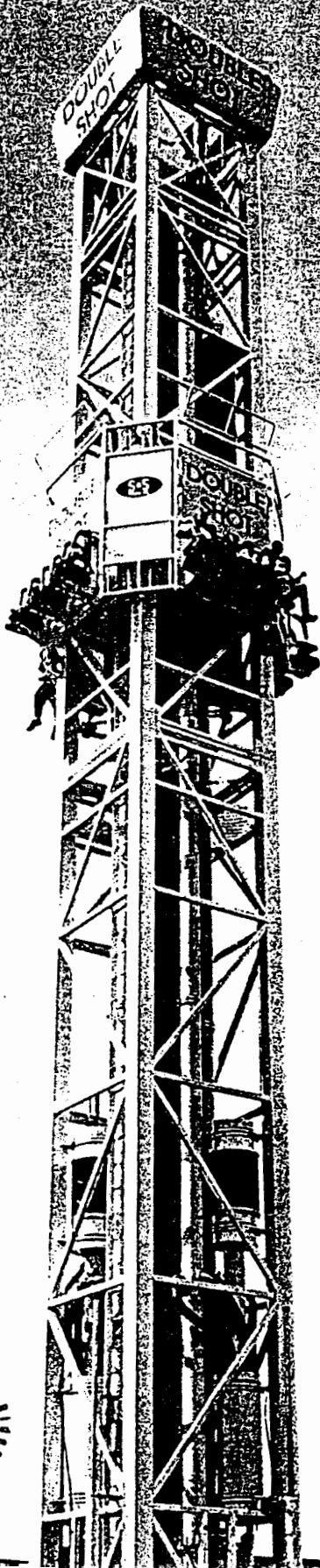
3-04-014

Attachment A.

of

Attachment
B.

DOUBLE SHOT™



Twice The Thrills

DOUBLE SHOT

DUAL RIDE CYCLE

EXHIBIT NO. 5

APPLICATION NO.

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Ride Quotation: 85' & 125' Double Shot™



3. FEATURES & ADVANTAGES

▪ General:

- High Visibility with Available Tower Structures of 85' or 125' High
- Extremely Dynamic Ride with 2 Cycles of Positive and Negative G Forces
- 3 G's on Takeoff
- -1 G on Drop
- Small Footprint
- A Major Amusement Ride at an Affordable Price
- Low Cost Foundation
- Low Operating & Maintenance Costs
- Quick Installation

▪ Space & Capacity:

How many major attractions can boast such extreme thrills in a footprint of only 40 ft. square (ride *and* queuing) and a cycling capacity of 360 – 480 pph?! Ground is expensive, but air space is cheap. With many parks being "full" and having only a limited space available, S&S towers can fit where other major rides cannot.



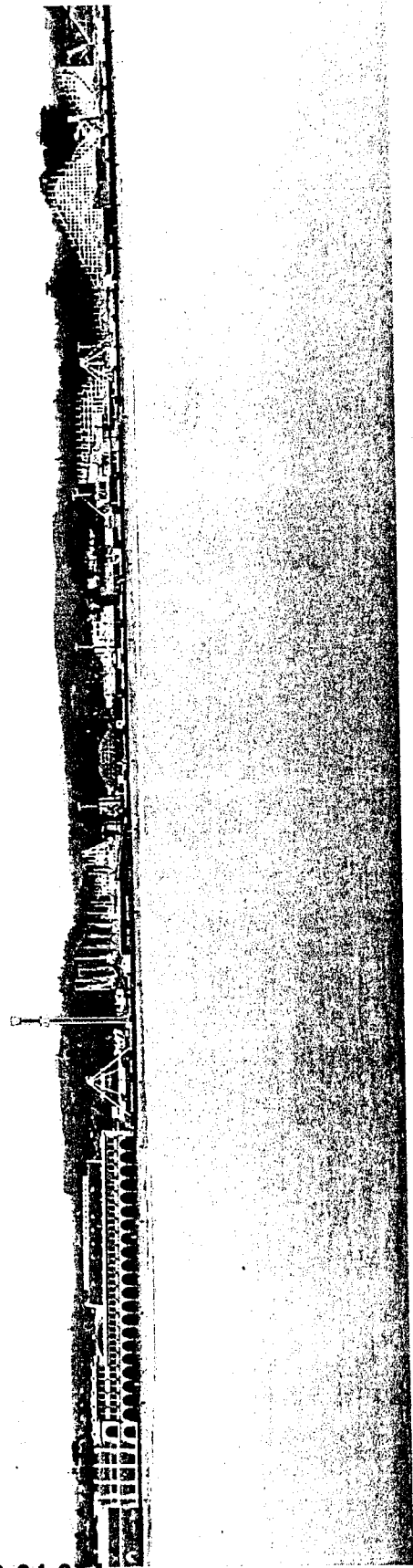
▪ High Profile & Aesthetics:

Nothing gets noticed like a beautiful tower structure – especially when there are happy, screaming people traveling up and down on it! We also have custom lighting packages for night operation and visibility. Your tower ride will be seen for miles around. Also, imagine the cost-effective possibilities of signage or advertising that could be added to the ride structure. In many cases, an S&S tower ride will become the new "marker" for your park.

▪ "Air Powered – Air Cushioned Safety":

Imagine not having the countless mechanical parts and associated problems found in most typical rides. Also, the SAFETY of passengers is not dependent upon brakes or even on any continuous power source once the ride cycle is initiated. This is a rare advantage attributable to the unique engineering of S&S towers which utilize AIR not only to propel the passenger vehicle, but also to "cushion" the entire ride experience an complete smoothness, speed consistency, and guaranteed safe descent back down to the unloading platform.

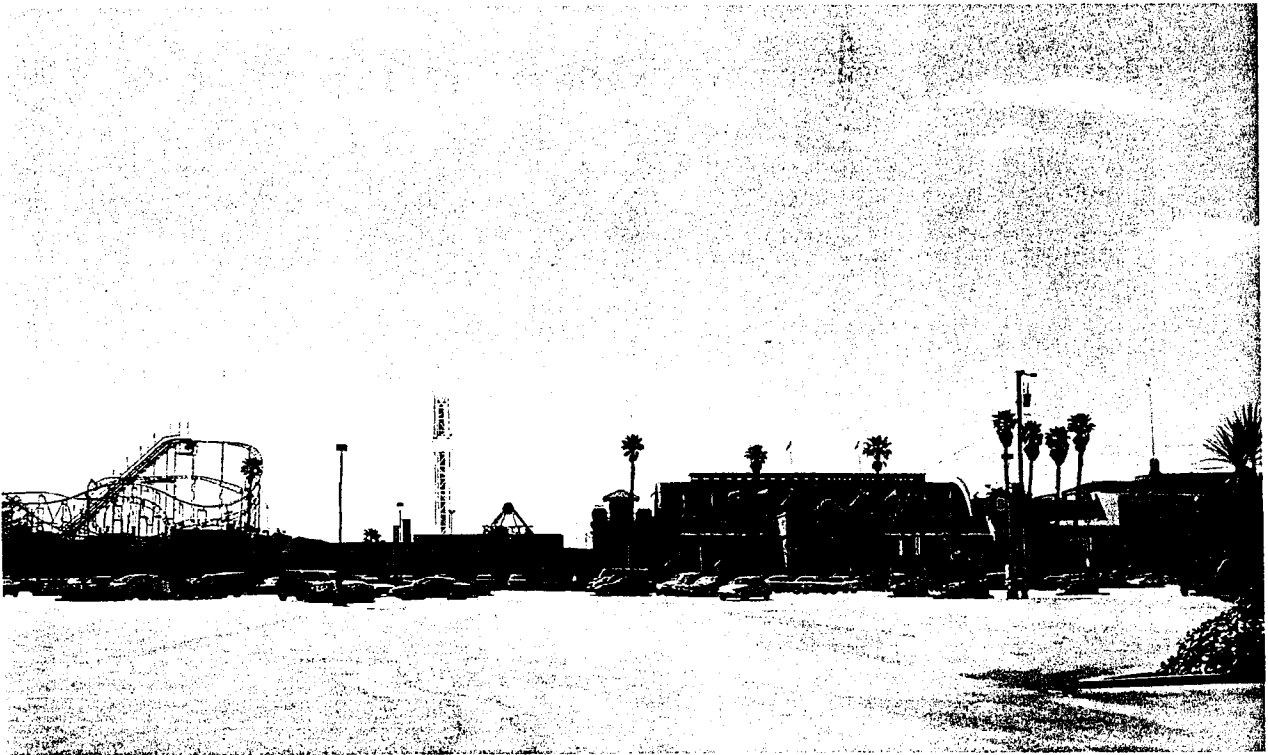
EXHIBIT NO. 5
APPLICATION NO.
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SIMULATED VIEW FROM MUNICIPAL WHARF

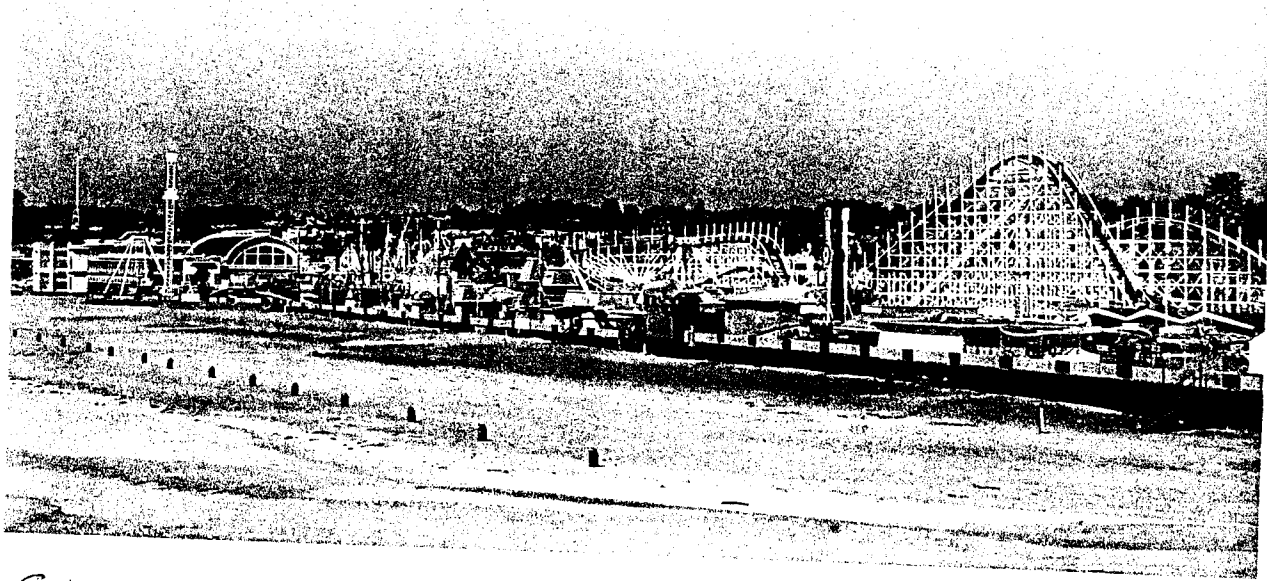
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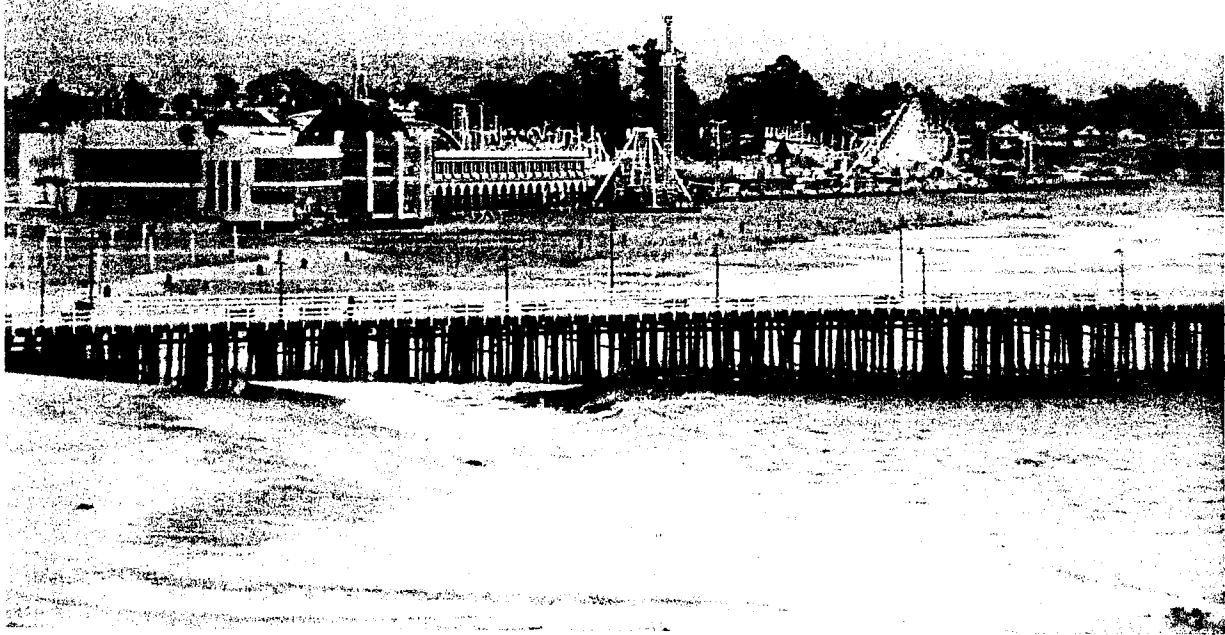


SIMULATED VIEW FROM 2ND STREET





SIMULATED VIEW FROM BLUFF ACROSS RIVER



SIMULATED VIEW FROM SEA & SAND INN
ON WEST CLIFF DRIVE



EXHIBIT "B"

CONDITIONS OF APPROVAL FOR THE PROJECT ON PROPERTY AT

400 Beach Street (Application #03-193)
Special Use and Design Permits for a new 125-foot high "Double Shot" ride to replace
an existing ride at the Santa Cruz Beach Boardwalk

1. If one or more of the following conditions is not met with respect to all its terms, then this approval may be revoked.
2. All plans for future construction which are not covered by this review shall be submitted to the City Planning and Community Development Department for review and approval.
3. This permit shall be exercised within three (3) years of the date of final approval or it shall be come null and void.
4. If, upon exercise of this permit, this use is at any time determined by the Planning Commission to be incompatible with the surrounding neighborhood, revocation of, or amendment to, this permit by the Planning Commission could occur.
5. The use shall meet the standards and shall be developed within limits established by Chapter 24.14 of the Santa Cruz Municipal Code as to the emission of noise, odor, smoke, dust, vibration, wastes, fumes or any public nuisance arising or occurring incidental to its establishment or operation.
6. The applicant shall be responsible for the completeness and accuracy of all forms and supporting material submitted in connection with any application. Any errors or discrepancies found therein may result in the revocation of any approval or permits issued in connection therewith.
7. All final working drawings shall be submitted to the Zoning Administrator for review and approval in conjunction with building permit application.
8. The development of the site shall be in accordance with the approved plans submitted on August 29, 2003 and on file in the Department of Planning and Community Development of the City of Santa Cruz. All aspects of construction must be completed prior to occupancy. Major modifications to plans or exceptions to completion may be granted only by the City authority which approved the project.
9. All requirements of the Building, Fire, Public Works and Water Departments shall be completed prior to occupancy.
10. All new mechanical equipment and appurtenances, including gas and water meters, electrical boxes, roof vents, air conditioners, antennas, etc. visible from the public way and from adjacent properties, shall be screened with material compatible with the materials of the building and shall be subject to the approval of the Zoning Administrator.

Exhibit 7

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pg 1 of 2

RESOLUTION NO. NS-26,504

EXHIBIT B

11. Within five (5) days of project approval, a Notice of Determination filing fee of \$25 shall be paid to the Clerk of the Board of Supervisors, as required by CEQA regulations.
12. Prior to final inspection of the building permit, the Planning and Community Development Department will conduct a site inspection to ensure that the exterior light source is not visible from points of measurements taken at 1,100 feet from said light source.
- * 13. The ride shall not include red-spectrum lights.
- * 14. The ride shall not be illuminated in the evenings when the ride is not in use.
- * 15. The applicant shall work with local birders to establish a program allowing monitors to survey the ride at daybreak in an effort to gain more understanding about how towers may affect migratory birds.
16. Prior to issuance of a building permit, the applicant shall provide the Zoning Administrator with written evidence that the California Coastal Commission has approved this development.
- * 17. The color of the ride shall be white.
- * 18. The ride shall not display any signage on it.
19. The ride shall conform to the noise standards contained in Section(s) 24.14.250 and 24.14.260 of the Zoning Ordinance.

EXHIBIT NO. 7
APPLICATION NO.
3-04-014
PA 2 of 2

Regular Maintenance Operations

City of Santa Cruz: Regular maintenance of the majority of the sand beach and facilities is the responsibility of the City. Limited regular maintenance occurs during the late fall, winter and early spring months. Staff is added and operations increase during the late spring and summer high use season. Most cleaning, general work, and installation of safety and recreational equipment occurs in the early morning hours and late evenings.

The primary duties include:

- Litter removal
- Small debris removal
- Restroom cleaning
- Graffiti removal
- Recreational equipment upkeep (Lifeguard towers, volleyball court standards)
- Installation and removal of handicap access ramp at Cowell Beach and at the west end of the Boardwalk at the Main Beach.
- Leveling and smoothing of sand for volleyball tournaments and other similar recreational uses where sand is greatly displaced

Both manual labor and mechanized equipment are used to accomplish the duties. The methods include but are not limited to:

- Hand picking litter
- Garbage removal by 4x4 vehicle
- Garbage removal by small tractor trailer/loader
- Sand sifting machinery
- Recreational and safety equipment installation and removal by tractor/4x4 vehicle including but not limited to Lifeguard Towers, handicap access ramp, and volleyball courts
- 4x4 vehicle general maintenance (towing/mechanical services if a vehicle breaks down or becomes stuck)
- Sand leveling/smoothing by loader/sand sifting machinery

Santa Cruz Seaside Company: Other maintenance duties are performed by the Santa Cruz Seaside Company. Beach maintenance performed by Seaside Company extends from the San Lorenzo River to the west end of the Casino Building. This consists of cleaning trash from the beach and emptying garbage cans on the beach (depending on the time of the year, there can be between 25 to 65 cans on the beach), sifting the above mentioned area when needed and occasional removal of sand buildup along the Boardwalk frontage.

The methods used include but are not limited to:

- hand picking litter
- garbage removal by 4x4 vehicle or small tractor trailer
- front end loader
- sand sifting machinery

EXHIBIT NO. 8
APPLICATION NO.
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Seasonal Debris Removal Operations

San Lorenzo River and other up coast watersheds deposit large quantities of debris on the beaches after large storms and runoff. While this debris is generally small branches and logs it may also include trees, pilings, construction materials, tires, and other garbage. This debris is usually deposited just prior to the spring beach season in February or March. The City schedules a yearly beach cleaning, typically in the early spring, after the last major storms pass through. Additional major debris removal may be necessary depending on weather conditions.

The debris can pose a potential public safety problem and should be removed prior to the high season. Whether in the surf line or as an obstacle on the beach, the debris is incompatible with the primary recreation area of the city.

Removal of the debris requires the use of heavy equipment on a seasonal basis. Most commonly, the task is performed by the City Parks and Recreation and Public Works departments. The Seaside Company occasionally assists with removal. If the volume is exceptionally high, the City may opt to contract with outside companies for removal.

Typically, the removal of this debris takes from two to three days. At this time contouring of the beach may occur. Specifically, the beach may be smoothed out to eliminate large berms or dunes which have formed as well as the removal of large deposits of sand which have built up and barred stairs (ie. leading from the beach onto the boardwalk) or any other permanent structures. Contouring does not include restructuring to control the natural discharge or to reach the sand berm of the San Lorenzo River. The most common pieces of equipment used

- Front loaders
- Tractors
- Dump trucks
- Sand sifters
- Beach rakes

From time to time, special pieces of equipment such as saws or cranes might be required, but these do not alter the primary duty of debris removal.

Marine Mammal Removal

Dead or diseased marine mammals frequently wash up on City's beaches. The Public Works department is responsible for removal of the dead mammals. If necessary, the Parks and Recreation Department will assist in the removal. Hurt or diseased animals are referred to Native Animal Rescue. Parks and Recreation may again provide access or assistance if requested. Included as Appendix B is the City Administrative Policy/Procedure for Stranded or Dead Marine Animals.

EXHIBIT NO. 8
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3-04-014
pg 2 of 4

APPROVAL

SANTA CRUZ CITY BEACH MANAGEMENT PLAN

D. Kelp Removal

Periodically kelp is washed ashore in significant quantities. Large numbers of kelp flies may be associated with the kelp. The flies are not a disease vector and do not present a health hazard. However, they are aesthetically unattractive and a nuisance.

Removal of the kelp from dry sand areas (mean high water mark) will only be done between Memorial Day and Labor Day. Approval and permits must be obtained from the Coastal Commission and other responsible agencies for removal all other times of the year and anytime from the wet area of the beach.

E. Parameters for Ongoing and Seasonal Maintenance Activities:

1. The Parks and Recreation Department shall advise other City Departments and shall stipulate in all contracts and agreements with non-City groups that operations or activities that affect the beach area as outlined in the Beach Management Plan must be undertaken consistent with the Plan. A copy of the Plan or relevant sections of the Plan shall be given to operators.

2 All mechanized equipment shall enter and exit the beach at the 3 points identified on the Beach Area Map. Except as provided in the BMP, no equipment shall be stored on the sandy beach.

3 No mechanized equipment shall operate in the wet sand (below the mean high water mark). Exceptions may occur for emergencies and for removal of dead animals.

4. Contouring of the beach along the San Lorenzo River or its sandbar or artificial breaching of the sand bar is not a part of this plan. Department of Parks and Recreation is not responsible for flood control, breaching or water quality but coordinates with other departments and agencies to assure protection of the public through signing and beach closure. See Appendix D for Lifeguard Service operations policies on this subject.

5 To the greatest degree possible maintenance activities shall be scheduled to prevent conflict with access and use of the beach by the public.

6. Debris is ordinarily disposed of at the City landfill. Disposal at other sites within the Coastal Zone requires a coastal permit.

7. The operation of any equipment shall be done with safety as a first consideration. Dependent on the piece of equipment, the operator will provide the necessary safety monitors, procedures and equipment to ensure the public safety. In the case of four wheel drive vehicles, the operators will follow guidelines set by the City's Lifeguard Service. The Lifeguard Service will assist with any heavy equipment safety monitoring when requested. Major considerations for safety are: crowd size, weather and environmental conditions, availability of safety monitors, job urgency.

F. Miscellaneous

The Seaside Company removes old and installs new rides and may do construction projects that require equipment access across the beach. Heavy equipment may be used for short periods of time from a few hours to several days. Equipment used includes but does is not limited to cranes, front end loaders and tractors.

The installation/removal/construction are done in conjunction with projects reviewed and approved

EXHIBIT NO. 8
APPLICATION NO.
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MISSION

To facilitate effective and efficient management of the beach, the most relevant policies and procedures from the NLMP and new directives formulated subsequent to the NLMP adoption are incorporated into this plan. Amendments to the Neary Lagoon Management Plan shall concurrently modify the BMP without additional formal review.

C. Private Property Drainage Three major private property holders (Seaside Company, Dream Inn, Ideal Bar and Grill Restaurant) are located along the main beach. These property holders may, for various reasons, be in a position to discharge water onto the beaches. Examples of this may be washing decks or windows. Seaside Company also has a drainage pipe at the east end of the Boardwalk facing the San Lorenzo River that discharges ocean water from below the basement via a sump. This line was installed in 1981 when the Boardwalk was expanded. There are also two emergency bypass discharge pipes, used in flood situations only, located by the Pirate Ship facing the ocean and underneath the Coconut Grove. In these cases of small quantities of water, staff will monitor the discharge and intervene in cases of misuse or inappropriate discharge. Drainage will also enter the beach from outdoor showers, both private and public.

The issues related to private drainage on the beach are very minor and occur generally on an emergency basis such as during a flood, or during high water levels in the San Lorenzo River lagoon. Other discharges such as deck washing, shower overflow and associated issues are not a significant impact. The plan indicates that staff will monitor other discharges to make sure they do not violate the established standards of the Coastal Act.

Section IX. INTERAGENCY COORDINATION

This section deals primarily with common interactions the City maintains with other public and private businesses. The City encourages cooperation and consultation with internal and external groups to enhance the viability of recreational experiences for visitors and residents alike.

A. Adopt-A-Beach

The City is an original participant in the California Coastal Clean-up and Adopt-A-Beach programs. The programs are effective in assisting the City in maintaining the beach as well as offering the public the opportunity for public service. Historically, the City has donated staff, access to the landfill and has been active in encouraging groups and individuals to participate in the program. The Parks and Recreation Department, through the office of the Aquatics Supervisor, acts as the beach manager for the City of Santa Cruz Beaches.

B. Seabright Beach Coordination

Twin Lakes State Beach also known as Seabright Beach is located within the city limits but operated by the California Department of Parks and Recreation. The City's Lifeguard and maintenance services maintain a close working relationship with the State Parks Service on matters of mutual concern. Communication is maintained through the Santa Cruz District office

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MISSION