

11-27-55  
Boardwalk

# Big Building Job Begun By Seaside Firm

Continuing a major 10-year program of modernization which already has approached the million and a half marker, the Santa Cruz Seaside company last week revealed plans calling for current winter construction expenditures well in excess of \$100,000.

Largest item on the reconstruction agenda is the replacement of the 30-year-old concession building which has housed the Roy Fulmer Gift and Novelty shop. Located on the boardwalk adjacent to the Merry Go Round, the premises originally were built as a branch of Leask's Seaside store.

Thomas W. Cutting Jr., general manager of the Seaside company in charge of boardwalk concessions, placed the cost of the new structure at \$80,000. The building will be a two-story unit with the foundation embracing an area 100 feet by 80 feet.

The completed structure will again be occupied by the Fulmer business along with the addition of a new game under the auspices of the C. J. Fitzsimmons enterprises. Designs for the building were developed by Ernest T. Miller, Santa Cruz draftsman. The general contract was awarded to the Kermit McGranahan Construction company of Santa Cruz.

Additional projects scheduled for finish on or before March, 1956, include the extension of the Beach street beautification program from the confluence of Raymond street to the River parking lot. A huge sprinkler system is being installed throughout the one quarter mile stretch of sloping embankment north of the S. P. tracks.

Landscaping of this remaining section flanking the railroad tracks will present a clean and well groomed fronting to Seaside properties from the S. P. bridge to the west extremity of the Casi... these being

landscaping by the Geo. Wilson Plumbing company and Bryant's Nursery.

Marked seasonal crowd increases during the last decade has necessitated considerable expenditures on the boardwalk proper. Re-paving and reconditioning of the walk from the Pleasure pier to the River Baths has cost some \$56,000 for cement work alone.

For care and comfort of the visiting thousands a new and spacious women's rest room is being installed between the new concession building and the Merry Go Round.

In line with demands for new and thrill-producing attractions, the boardwalk will present its second new ride in as many years next spring with the addition of the "Flying Scooters." The 1955 presentatoin was the popular "Tilt A Whirl." Exclusive of small fry fun devices—the walk will boast of 10 major rides.

Seaside company officials have likened their establishment to a huge ship. Because of proximity of the ocean with buildings continuously subjected to all types of weather conditions "it is necessary that the premises be dry-docked" for seasonal overhauling.

Consequently, contrary to popular notion, the boardwalk, plunge and main building are a beehive of activity with workmen feverishly preparing and reconditioning for another year.

With the coming of the first rains all rides must be taken down. Mechanical parts are thoroughly checked. Worn units are replaced along with countless motors and electrical equipment.

Moth-balling the plunge during winter months develops into a sizeable undertaking. Salt water conditions along with condensation make the use of galvanized brass and copper fixtures mandatory wherever possible. Last year copper electrodes on one mile of neon lighting 60 feet off the decks were replaced. By next winter this chore will have to be repeated. Locks and hinges on 1500 locker units are constantly oiled and greased. Conduit and sprinkler pipes require seasonal painting in a never ending battle with salt inducing rust and corrosion.

Available figures for 1954-55 winter maintenance point up the use of 1000 gallons of paint on the seashore property. Paint which would ordinarily last for a number of years on buildings situated away from the shoreline requires an annual coat of the wave-splashed and storm-torn boardwalk.

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