

FILED

Ernest J. Dronenburg, Jr. Recorder County Clerk

2019070472

JUN 25 2019

BY C. [Signature]
DEPUTY

Notice of Exemption

CEQA Guidelines Appendix E

To: ■ Office of Planning and Research
1400 Tenth Street, Room 121
Sacramento, CA 95814

■ San Diego County Recorder/County Clerk
1600 Pacific Highway, Suite 260
San Diego, CA 92101-2480

From: (Public Agency)
San Diego Unified Port District
Development Services Department
3165 Pacific Highway
San Diego, CA 92101

Project Title: *Temporary Advertising Signage on the Hilton San Diego Bayfront during Comic-Con*

Project Location – Specific: *1 Park Boulevard, San Diego, CA 92101*

Project Location – City: *San Diego*

Project Location – County: *San Diego*

Description of Nature, Purpose, and Beneficiaries of Project: *The proposed project would consist of installation of a temporary sign during the San Diego Comic-Con (Comic-Con) by Hilton San Diego Bayfront (Applicant) in the City of San Diego, California. Comic-Con is a national event centered at the San Diego Convention Center (Convention Center), which also includes activities throughout Tidelands and the City of San Diego, activating the region with a one-of-a-kind event and bringing hundreds of additional visitors to the area. Events and displays are held, without limitation, at the park adjacent to the Applicant's leasehold and the Convention Center, the Gaslamp Quarter, and many of the surrounding hotels. The Applicant has historically erected temporary signage during Comic-Con.*

The proposed sign would be displayed solely during Comic-Con, for a total period of no more than one-month, with the option to change the sign content up to one time during the one-month display period. The sign would not be directed west toward the Bay and no illumination of the sign would occur. It is anticipated that the display(s) on the sign would include products sold and events held at Comic-Con or by the sponsors of the event. In this sense, the sign may be considered an onsite sign as it would be advertising goods or services available at Comic-Con or by one of its sponsors. The proposed sign would be placed on one outer wall surface of the Applicant's facility, as follows:

- *North wall of the hotel tower facing the Convention Center, measuring approximately 44,744 square feet (sf) (188-feet (ft)-wide by 238-ft-high).*

The following items are prohibited pursuant to the District's standard approval and agreement for signage during Comic-Con and are not proposed as part of the project: (a) light shows, (b) electrical improvements to the sign, walls, or premises, and/or (c) illumination, including but not limited to, electronic, digital, or similarly illuminated components, of the sign, premises, or walls.

The sign features, the temporary nature of the sign, the corresponding high-volume activation of the events and the urban nature of the surrounding area (i.e. the Convention Center, Petco Park and downtown San Diego) would ensure that the sign would not create visual or aesthetic impacts.

Installation, display, and removal of the sign shall be limited to no more than one month and solely within the period from July 1 to July 31, closely corresponding with the time of the Comic-Con event. Inspection of the premises to ensure that the sign is taken down and the facility is in the same condition as it was prior to installation of the sign would be completed no later than July 31 of the same year it is installed. In no event would the sign be installed before July 1 or removed after July 31. Both installation and removal would require use of a boom lift.

Name of Public Agency Approving Project: *San Diego Unified Port District (SDUPD)*

Name of Person or Agency Carrying Out Project: Kerry Dunne, Senior Event Manager, Hilton San Diego Bayfront, 1 Park Boulevard, San Diego, CA 92101; (619) 321-4341

Exempt Status: (Check one):
 Ministerial (Sec. 21080(b)(1); 15268);
 Declared Emergency (Sec. 21080(b)(3); 15269(a));
 Emergency Project (Sec. 21080(b)(4); 15269(b)(c));
 Categorical Exemptions: Existing Facilities (SG § 15301) (Class 1)
 Statutory Exemption. State code number.

Reason Why Project is Exempt: *The proposed project is determined to be Categorically Exempt pursuant to California Environmental Quality Act (CEQA) Guidelines Section 15311 (Accessory Structures) and Section 3.i. (3) and (5) of the District's Guidelines for Compliance with CEQA because it would consist of a temporary advertising sign that would be accessory to an existing facility. Section 3.i. (3) and (5) of the District's CEQA Guidelines is as follows:*

- 3.i. *Accessory Structures (SG § 15311) (Class 11): Includes construction, or placement of minor structures accessory to (appurtenant to) existing facilities, including:*
- (3) *On-premise signs.*
 - (5) *Placement of temporary use items.*

The District has determined none of the six exceptions to the use of a categorical exemption apply to this project (CEQA Guidelines Section 15300.2).

15300.2 (a): *The location is appropriate for the project. The site is surrounded by a highly urbanized environment and would not directly face the San Diego Bay. There are no sensitive environmental resources located on the site and during Comic-Con, the site and surrounding area is predominantly occupied by Comic-Con related events, including, but not limited to, large tents, games, displays, activities, and crowds. Hence, the sign would blend in with the characteristics of the seasonal event.*

15300.2 (b): *The project does not present a cumulative impact. Due to the limited area of signage display in/around the Convention Center, there are no anticipated successive projects of the same type in the same place over time that would result in a cumulative impact. Comic-Con is a temporary event. If additional signage is displayed during the event, due to the nature of the event and its urban location, cumulative impacts would not occur due to limitations on signage location, sizing, and duration not to extend beyond July 1 to July 31.*

15300.2 (c): *There is also not a reasonable probability that the proposed project would have a significant effect on the environment due to unusual circumstances. The project site is in an urbanized area and the proposed sign would be placed during a limited time, in the month when Comic-Con occurs and would fit with the nature and characteristics of the surrounding area and activities. Moreover, similar advertising signage has occurred for the last eight years on the Applicant's facility during past Comic-Con seasons.*

15300.2 (d): *No damage to scenic resources would occur. There are no trees, rocks, or outcroppings on the project site. The nearest designated scenic highway is the Coronado bridge, located approximately 0.9 miles to the south of the project site.*

15300.2 (e): *The project site is not listed pursuant to Section 65962.5 of the California Government Code.*

15300.2 (f): *The project would not impact historic resources. The structures are not registered on the California Register of Historical Resources and are less than 50 years old and therefore not considered potential historical*

resources subject to CEQA Guidelines Section 15064.5. Additionally, the installation would be temporary and would not result in a substantial adverse change to the structures.

Lead Agency Contact Person and Telephone Number: Cameron McLeod, (619) 686-6273

Signature: Cameron McLeod Date: 6/24/19 Title: Associate Planner

- Signed by Lead Agency
- Signed by Applicant

Date received for filing at OPR/Clerk:

Governor's Office of Planning & Research

JUN 25 2019

STATE CLEARINGHOUSE

FILED IN THE OFFICE OF THE COUNTY CLERK

San Diego County on JUN 25 2019

Posted JUN 25 2019 Removed _____

Returned to agency on _____

Deputy: C. TERAN



San Diego County



Transaction #: 3844945
Receipt #: 2019279613

Ernest J. Dronenburg, Jr.
Assessor/Recorder/County Clerk
1600 Pacific Highway Suite 260
P. O. Box 121750, San Diego, CA 92112-1750
Tel. (619) 237-0502 Fax (619) 557-4155
www.sdarcc.com

Cashier Date: 06/25/2019
Cashier Location: SD

Print Date: 06/25/2019 9:14 am

Governor's Office of Planning & Research
JUN 25 2019
STATE CLEARINGHOUSE

Payment Summary

Total Fees	\$100.00
Total Payments	\$100.00
Balance:	\$0.00

Payment

VITALCHEK PAYMENT \$100.00

Total Payments \$100.00

Miscellaneous Items

FISH & WILDLIFE FEES

Fees:	Fish & Wildlife County Administrative Fee	\$50.00
Total Fees Due:		\$50.00

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Grand Total - All Documents: \$100.00



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State of California - Department of Fish and Wildlife
2019 ENVIRONMENTAL FILING FEE CASH RECEIPT
 DFW 753.5a (Rev. 2/7/19) Previously DFG 753.5a

RECEIPT NUMBER: 37-2019- 0472
STATE CLEARINGHOUSE NUMBER (If applicable) ---

SEE INSTRUCTIONS ON REVERSE. TYPE OR PRINT CLEARLY.

LEAD AGENCY SAN DIEGO UNIFIED PORT DISTRICT	LEAD AGENCY EMAIL ---	DATE 06/25/2019
COUNTY/STATE AGENCY OF FILING San Diego County	DOCUMENT NUMBER 2019 - 0472	

PROJECT TITLE TEMPORARY ADVERTISING SIGNAGE ON THE HILTON SAN DIEGO BAYFRONT DURING COMIC-CON			
PROJECT APPLICANT NAME KERRY DUNNE, HILTON SAN DIEGO BAYFRONT	PROJECT APPLICANT EMAIL ---	PHONE NUMBER 619-321-4341	
PROJECT APPLICANT ADDRESS 1 PARK BOULEVARD	CITY SAN DIEGO	STATE CA	ZIP CODE 92101

PROJECT APPLICANT (Check appropriate box)

Local Public Agency
 School District
 Other Special District
 State Agency
 Private Entity

CHECK APPLICABLE FEES:

<input type="checkbox"/> Environmental Impact Report (EIR)	\$3,271.00	\$ _____
<input type="checkbox"/> Mitigated/Negative Declaration (MND)(ND)	\$2,354.75	\$ _____
<input type="checkbox"/> Certified Regulatory Program document (CRP)	\$1,112.00	\$ _____
<input type="checkbox"/> Exempt from fee		
<input checked="" type="checkbox"/> Notice of Exemption (attach)		
<input type="checkbox"/> CDFW No Effect Determination (attach)		
<input type="checkbox"/> Fee previously paid (attach previously issued cash receipt copy)		
<hr/>		
<input type="checkbox"/> Water Right Application or Petition Fee (State Water Resources Control Board only)	\$850.00	\$ _____
<input checked="" type="checkbox"/> County documentary handling fee		\$ 50.00
<input type="checkbox"/> Other		\$ _____

PAYMENT METHOD:

Cash
 Credit
 Check
 Other

TOTAL RECEIVED \$ 50.00

SIGNATURE X	AGENCY OF FILING PRINTED NAME AND TITLE San Diego County C.TERAN , Deputy
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Governor's Office of Planning & Research

JUN 25 2019

STATE CLEARINGHOUSE

