



State of California - Department of Fish and Wildlife  
**2025 ENVIRONMENTAL DOCUMENT FILING FEE**  
**CASH RECEIPT**  
 DFW 753.5a (Rev. 01/01/25) Previously DFG 753.5a

RECEIPT NUMBER: 37-04/23/2025-0281
STATE CLEARING HOUSE NUMBER (If applicable)

SEE INSTRUCTIONS ON REVERSE. TYPE OR PRINT CLEARLY.

LEAD AGENCY SAN DIEGO UNIFIED PORT DISTRICT DEVELOPMENT SERVICES DEPARTMENT	LEAD AGENCY EMAIL	DATE 04/23/2025
COUNTY/STATE AGENCY OF FILING SAN DIEGO	DOCUMENT NUMBER 37-2025-0281	

PROJECT TITLE  
 HILTON SAN DIEGO BAYFRONT TEMPORARY SIGN INSTALLATION FOR COMIC-CON 2025

PROJECT APPLICANT NAME LAUREN GUILLOT, SENIOR EVENT MANAGER, HILTON SAN DIEGO BAYFRONT	PROJECT APPLICANT EMAIL	PHONE NUMBER 619-321-4298
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)	\$4,123.50	\$	0.00
<input type="checkbox"/> Mitigated/Negative Declaration (MND)/(ND)	\$2,968.75	\$	0.00
<input type="checkbox"/> Certified Regulatory Program (CRP) document - payment due directly to CDFW	\$1,401.75	\$	0.00
<hr/>			
<input checked="" 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	\$	0.00
<input checked="" type="checkbox"/> County documentary handling fee		\$	50.00
<input type="checkbox"/> Other		\$	0.00

**PAYMENT METHOD:**

Cash   
  Credit   
  Check   
  Other   
 TOTAL RECEIVED   
 \$   
 50.00

SIGNATURE X	AGENCY OF FILING PRINTED NAME AND TITLE San Diego County Clerk, TIFFANI HOOD, Deputy
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Payment Reference #: ORDER #200543746 AND AUTH #063378



**SAN DIEGO COUNTY CLERK  
CEQA FILING COVER SHEET**

**FILED**  
Apr 23, 2025 08:58 AM  
JORDAN Z. MARKS  
SAN DIEGO COUNTY CLERK  
File # 2025-000314  
State Receipt # 37042320250281

THIS SPACE FOR CLERK'S USE ONLY

Complete and attach this form to each CEQA Notice filed with the County Clerk

TYPE OR PRINT CLEARLY

Project Title

HILTON SAN DIEGO BAYFRONT TEMPORARY SIGN INSTALLATION FOR  
COMIC-CON 2025

Check Document being Filed:

- Environmental Impact Report (EIR)
- Mitigated Negative Declaration (MND) or Negative Declaration (ND)
- Notice of Exemption (NOE)
- Other (Please fill in type):

<p><b>FILED IN THE OFFICE OF THE SAN DIEGO COUNTY CLERK ON</b> <u>April 23, 2025</u></p> <p><b>Posted</b> <u>April 23, 2025</u> <b>Removed</b> _____</p> <p><b>Returned to agency on</b> _____</p> <p><b>DEPUTY</b> _____</p>
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Filing fees are due at the time a Notice of Determination/Exemption is filed with our office. For more information on filing fees and No Effect Determinations, please refer to California Code of Regulations, Title 14, section 753.5.

**Notice of Exemption***CEQA Guidelines Appendix E*

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

**From:** ■ San Diego Unified Port District  
Development Services Department  
3165 Pacific Highway  
San Diego, CA 92101

**Project Title:** Hilton San Diego Bayfront Temporary Sign Installation for Comic-Con 2025

**Project Applicant:** Lauren Guillot, Senior Event Manager, Hilton San Diego Bayfront, 1 Park Boulevard, San Diego, CA, 92101; (619) 321-4298

**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 the installation of a temporary sign during Comic-Con International, San Diego (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 Hilton San Diego Bayfront and 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 the time immediately surrounding Comic-Con, for a total period of no more than one-month, with the option to change sign content up to one time during the one-month display period. No sign would be directed west towards the Bay, and no illumination of the sign would occur. It is anticipated that the displays 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 onsite signage 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 the outer wall surface of the Applicant's facility, as follows:

The northwest side of the Hilton San Diego Bayfront Hotel tower, facing towards the Convention Center, measuring approximately 44,744 square feet (238 feet wide by 188 feet high), approximately 70-feet high from the bottom of the sign to street level.

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.

All works related to the proposed temporary sign, including installation, display, and removal, can only occur in the month of July 2025, closely corresponding with the duration of the Comic-Con event. The sign must be taken down and the facility returned to the same condition as it was prior to the installation of the sign no later than July 31, 2025. In no event would the sign be installed before and removed after the month of July. Both installation and removal would require the use of a boom lift.

Due to its nature and limited scope, the installation of the proposed temporary sign would generate a minor amount of vehicle trips and would require limited use of equipment. Therefore, impacts related to air quality, greenhouse gas emissions, and transportation and traffic are not anticipated to occur. Furthermore, the Applicant would be responsible for complying with all applicable federal, state, and local laws regarding construction demolition debris, hazards and hazardous materials, and stormwater.

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

- 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 Exemption(s): Accessory Structures (SG § 15311) (Class 11)**
  - 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)(5) of the District's Guidelines for Compliance with CEQA because it would consist of a temporary sign that would be accessory to an existing facility. The proposed sign is on-premise signage because it is anticipated to display products sold and events held at Comic-Con or by the sponsors of the event. Section 3.i.(3)(5) of the District's CEQA Guidelines is as follows:

- 3.i. Existing Facilities (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.

Lead Agency Contact Person and Telephone Number: Justin Huitema, (619) 990-5610

Signature:  Date: 4/23/2025 Title: Assistant Planner

- Signed by Lead Agency
- Signed by Applicant

Date received for filing at OPR/Clerk:



San Diego County



Transaction #: 8324293  
Receipt #: 2025149685

JORDAN Z. MARKS  
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.gov](http://www.sdarcc.gov)

Cashier Date: 04/23/2025  
Cashier Location: SD

Print Date: 04/23/2025 8:58 am

Payment Summary

Total Fees	\$50.00
Total Payments	\$50.00
Balance:	\$0.00

<b>Payment</b>	
VITALCHEK PAYMENT	\$50.00
<b>Total Payments</b>	<b>\$50.00</b>
<b>Filing</b>	
CEQA - NOE	FILE #: 2025-000314 Date: 04/23/2025 8:58AM Pages: 3
	State Receipt # 37-04/23/2025-0281
Fees: Fish & Wildlife County Administrative Fee	\$50.00
<b>Total Fees Due:</b>	<b>\$50.00</b>
<b>Grand Total - All Documents:</b>	<b>\$50.00</b>