

CEQA and COASTAL DETERMINATIONS and NOTICE OF APPROVAL

Project:	Temporary Use Permit for Temporary Advertising on Parking Structure Adjacent to Hilton San Diego Bayfront during the New San Diego Comic Con Event
Location:	801 Harbor Drive, San Diego, CA 92101
Parcel No.:	019-050
Project No.:	2021-062
Applicant:	OUTFRONT Media, 4450 Alvarado Canyon Road, San Diego, CA 92120
Date Approved:	May 20, 2021

PROJECT DESCRIPTION

The proposed project is an amendment to an existing temporary use permit (TUP) with Outfront Media (Permittee) for the installation of temporary signage solely during a proposed special San Diego Comic Con event. Because the annual Comic Con event that is normally scheduled during the month of July was cancelled for the 2020 and 2021 years due to Coronavirus 2019 (COVID-19)-related health restrictions, the Permittee was not able to sell advertising signage. San Diego Comic Con is proposing to have a smaller-scale event compared to previous years during the month of November 2021, and the Permittee is proposing to sell advertising signage similar to previously approved temporary signage under pre-COVID-19 conditions that occurred during July San Diego Comic Con events, as approved under CatDet 2017-200.

The San Diego Comic Con event is a national event centered at the San Diego Convention Center and the adjacent areas. The San Diego Comic Con event 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 San Diego Convention Center, the Gaslamp quarters, and many of the surrounding hotels. The proposed signage will be placed on three outer wall surfaces of the District-owned parking structure adjacent to the Hilton San Diego Bayfront - the north wall facing Petco Park, the west wall facing the San Diego Convention Center, and the elevator tower angled towards the intersection of Park Boulevard and Harbor Drive. No signage will be directed toward the Bay. No illumination of the signs will occur. It is anticipated that the displays on the signs will include products sold and events held at Comic Con or by the sponsors of the event. In this sense, the signage may be onsite signage as it is sign advertising goods or services available at Comic Con or by one of its sponsors. The signage would be displayed only during the San Diego Comic Con event for a total of no more than one month and the signage may change up to one time during the one-month display period.

The area proposed for use under this TUP will be used only and exclusively for the purpose of installing, operating and removing three (3) non-illuminated wall signs and displaying advertising thereon and for no other purpose whatsoever. On the north wall, the sign would cover an area of approximately 6,230 square feet (sq. ft.) (178 feet wide by 35 feet high). On the west wall, the sign would cover an area of approximately 5,203 sq. ft. (121 feet wide by 43 feet high). On the elevator tower, the sign would cover an area of approximately 1,659 sq. ft. (21 feet wide by 79 feet high). The following items are strictly prohibited and shall result in immediate termination of this Permit without notice to Permittee: (a) light shows, (b) electrical improvements to the signage, walls, or premises, and/or (c) illumination, including but not limited to, electronic, digital, or similarly illuminated components, of the signage, premises, or walls. Signage Standards specified in the TUP and attached, and the District Ordinance No. 2891 will apply to the signage and Premises. The signage features, the temporary nature of the signs, the corresponding high-volume activation of the events and the urban nature of the surrounding area (i.e., Hilton San Diego Bayfront, San Diego Convention Center, Petco Park and downtown San Diego) will ensure that the signage will not create visual or aesthetic impacts.

The proposed project would amend the existing TUP to allow signage to be displayed for a total of one month from November 1st to November 30th, 2021, the period corresponding with the special November

2021 San Diego Comic Con event. Inspection of the premises to ensure that the signs are taken down and the facility is in the same condition as it was prior to installation of the signs will be completed no later than December 1, 2021. In no event will the signs be in place before November 1st or after November 30th. Both installation and removal will require use of a boom lift.

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

The following categorical determinations are based on the project submittal and all project information known to the District as of the date of this determination.

CALIFORNIA ENVIRONMENTAL QUALITY ACT (CEQA)

CATEGORICAL DETERMINATION

Categorical Exemption: SG §15311, Class 11/Section 3.i: Accessory Structures

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

AND/OR

<u>Accessory Structures (SG § 15311) (Class 11):</u> Placement of seasonal or temporary use items ...in generally the same locations from time to time in publicly owned...facilities designated for public use.

The advertising signage has occurred on generally the same location of the parking garage during Comic Con from 2016 to 2019 and in this sense, the signage could be considered part of the environmental baseline, which would not require further CEQA review. Nonetheless, the proposed project is determined to be Categorically Exempt pursuant to the CEQA Guidelines and the Section of the District's *Guidelines for Compliance with CEQA* as identified above. This is appropriate for the proposed project because it would involve temporary advertising signage on an existing parking structure and would result in no permanent effects on the environment. The temporary signage is anticipated to display products sold and events held at the special Comic Con event or by the sponsors of the event. Even if it does not display products sold and events held at Comic Con or by the sponsors of the event, the proposed project is a temporary use for 30 days located on an existing public parking facility during a seasonal local, regional, and national event. Consequently, the Categorical Exemption listed above is appropriate. The exemption also includes a non-exclusive list of structures that are considered accessory structures.

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). Specifically, the location is appropriate for the project. (Section 15300.2 (a).) The site is developed surrounded by a highly urbanized environment and would not 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 (see Attachment A.). Hence, the signage blends in with the characteristics of the seasonal event. The project does not present a cumulative impact. (Section 15300.2 (b).) There are no anticipated successive projects of the same type in the same place over time that would create a cumulative impact. Comic Con is a temporary event and to date, the District has not approved any applications in the area for multiple wall signs that would create visual clutter. Even if additional signs are displayed during the event, due to the nature of the event and its urban location, cumulative impacts would not occur (see Attachment A). There is also not a reasonable probability for the proposed project would have a significant effect on the environment

due to unusual circumstances. (Section 15300.2 (c).) The project site is in an urbanized area and the proposed signage would be placed during a time (during Comic Con) when it would fit with the nature and characteristics of the surrounding area and activities. No damage to scenic resources would occur. (Section 15300.2 (d).) There are no trees, rocks, or outcroppings on the project site and the parking garage is less than 50 years old and is not eligible for listing as a historic resource. The nearest designated scenic highway is the Coronado bridge located to the southwest of the project site. No signage would face the Coronado bridge and therefore, it would not be visible from this scenic highway. The project site is not listed pursuant to Section 65962.5 of the California Government Code. (Section 15300.2 (e).) Additionally, the project would not impact any historic resources. It is not located on a historic building and is temporary.

Pursuant to CEQA Guidelines Section 15062, a 35-day statute of limitations for this CEQA exemption shall apply from the date a Notice of Exemption is posted with the San Diego County Clerk, or a 180-day statute of limitations for this CEQA exemption shall apply if no Notice of Exemption is filed.

CALIFORNIA COASTAL ACT

PORT MASTER PLAN CONSISTENCY

Planning District: 3 - Centre City Embarcadero (Precise Plan Figure 11)

Land Use Designation: Commercial Recreation

The proposed project conforms to the certified Port Master Plan because it would involve temporary advertising signage on an existing parking structure. The temporary signage is anticipated to display products sold and events held at the special Comic Con event or by the sponsors of the event, consistent with the existing certified Land use designation. Additionally, the project conforms because of the project's limited duration and temporary nature, and because the treatment of the parking garage serves to "enhance the pedestrian experience" as the treatment of the parking garage is consistent with the character of the whole of the area during the special San Diego Comic Con event period. The proposed project would not change the use of the site nor would it interrupt or expand the existing conforming use of the site.

Additionally, the signage in context of Comic Con is considered public art consistent with the character of the event. The certified PMP also states: "[p]ermitted uses for all Port District tidelands are identified in terms of the land and water use designations, which are defined in this Master Plan document. Although specific uses have been listed, the intent is to indicate compatible use groups. Specific uses that are currently not listed may be included in a use group if similar in character and compatible." The PMP does not list signage as a use - whether on-site or off-site - and the proposed signage, which is seasonal, lasting 30 days during a national, regional and local event that brings in tens of thousands of visitors, includes adjacent events and structures, is consistent with the uses and the policies of Planning District 3, Centre City Embarcadero.

CATEGORICAL DETERMINATION

Categorical Exclusion: Section 8.c: New Construction or Conversion of Small Structures;

- 8.c. <u>New Construction or Conversion of Small Structures:</u> Construction and location of limited numbers of new, small facilities or structures and installation of small, new equipment and facilities, involving negligible or no change of existing use of the property, including but not limited to:
 - (3) Accessory structures, including, but not limited to, on-premise signs, small parking lots, fences, walkways, swimming pools, miscellaneous work buildings, temporary trailers, small accessory piers, minor mooring facilities, buoys, floats, pilings, or similar structures; and seasonal or temporary use items such as lifeguard towers, mobile food units, portable restrooms, or similar structures;

The proposed project is determined to be Categorically Excluded pursuant to the Section of the District's *Coastal Development Permit Regulations* as identified above. This is appropriate for the proposed project because it would involve temporary advertising signage on an existing parking

structure that will involve negligible expansion of use beyond that previously existing. Additionally, the duration of the proposed signage corresponds to the timing of the convention and would serve to enhance the public and user experience in the area. Moreover, the project features, as well as the nature of the project site and corresponding events ensure that the visual resource policies of the Coastal Act and Master Plan are met. Furthermore, the proposed signage would require limited equipment for installation and removal and would involve no change in the existing use of the property, which is currently and would remain a parking structure.

Pursuant to California Coastal Act Section 30717, there is a 10-working-day period to appeal this "Coastal Act Categorical Determination of Exclusion" to the California Coastal Commission.

CALIFORNIA PUBLIC TRUST DOCTRINE

The proposed project complies with Section 87.(a)(2) of the Port Act, which allows for all visitor-serving commercial and industrial uses and purposes, and the construction, reconstruction, repair, and maintenance of commercial and industrial buildings, plants, and facilities. The Port Act was enacted by the California Legislature and is consistent with the Public Trust Doctrine. Consequently, the proposed project is consistent with the Public Trust Doctrine.

J. STUYVESANT President/CEO

Determination by: Michael Paul Assistant Planner Development Services

Deputy General Counsel

Signature: <u>Michael Paul</u> Date:______^{May 20, 2021}

Signature: <u>(luris Burt</u> Date: May 20, 2021

ATTACHMENT A

Project site

Historic Comic Con Photos



Foreground of Hilton Bayfront adjacent to the Project Site

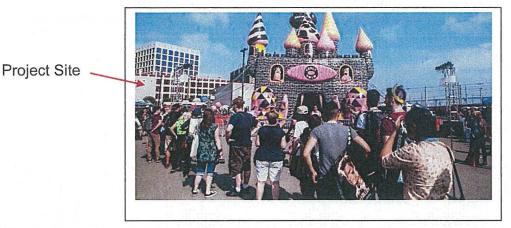


Signage on trolley and Marriott Hotel during 2016 Comic Con



Typical Crowd Size during Comic Con in front of the San Diego Convention Center

ATTACHMENT A

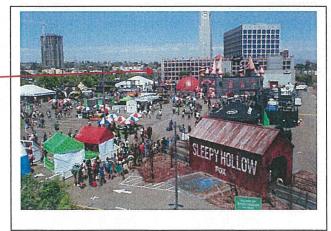


Comic Con event to the north of the Project Site; parking garage (project site) in the background.



Comic Con event to the northwest of the project site from the back of the San Diego Convention Center.

Project Site _



Comic Con events on a nearby parking lot; parking garage (project site) in the background.

TENANT SIGNAGE GUIDELINES

January 2012



Intent

The intent of the signage guidelines is to preserve and enhance the aesthetic quality of the Port of San Diego while at the same time to provide a channel for communication.

Purpose

The purpose of the signage guidelines is to establish conformance standards and to provide guidance to tenants in the planning, design, and approval process for tenant signage.

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UPDATES 2012

UPDATES 2012

The objective of the Updates is to give tenants flexibility in designing signs and to simplify the Approval Process.

- Permanent Primary Signs
 District approval is not required for primary signs in conformance with the signage guidelines.
- Permanent Secondary Signs
 District approval is not required for secondary signs in conformance with the signage guidelines.

3. Temporary Signs

District approval is required for temporary signs in conformance with the signage guidelines.

- Advertising Signs
 District approval is required for temporary signs with advertisements.
- Promotions and Operations Signs
 District approval is not required for promotions and operations signs in conformance with the signage guidelines.
- Comprehensive Sign Program
 District approval is not required for signs
 that are in conformance with an approved
 comprehensive sign program.

PERIODIC UPDATES

The Tenant Signage Guidelines will be periodically reviewed by the Port of San Diego and are subject to District revisions at its sole discretion. Tenants will be notified of revisions to the Guidelines.

All tenants are encouraged to submit suggestions for improvements to the Real Estate Department.

SUBMITTAL AND APPROVAL

SUBMITTAL REQUIREMENTS

A. District leases require tenants to obtain approval for all improvements, including signs.

- The President/CEO of the Port of San Diego is responsible for establishing standards and procedures for the review and approval of tenant signage.
- 2. Signs shall comply with the Tenant Signage Guidelines, BPC Policy 770, BPC Policy 357, and approved Comprehensive Sign Programs.
- Signs must meet applicable code regulations, and applicable governmental agency regulations (municipal, state, and federal).

B. Plans for tenant signs must be submitted to the District's Real Estate Department and must be approved by the District prior to installation and shall include the following:

- 1. Page One of <u>Tenant Project Plan</u> <u>Application</u> at Port Tenant Portal at www.portofsandiego.org.
- Plans shall depict the sign design, background, dimensions, colors, materials, fonts, size and spacing of lettering, copy areas, illumination, and construction details.
- 3. Logos and graphic devices represented with color specifications and samples.
- 4. Site plan.
- 5. Building elevations with proposed signage.

APPROVAL PROCESS

PERMANENT - PRIMARY SIGNS

- District approval not required for Primary signs in conformance with the signage guidelines.
- District approval required for signs that would significantly alter the silhouette or appearance of the area.

PERMANENT - SECONDARY SIGNS

- District approval not required for Secondary signs in conformance with the signage standards.
- District approval required for signs that would significantly alter the silhouette or appearance of the area.

TEMPORARY SIGNS

- District approval required for Temporary signs.
- District approval required for Advertising signs.
- 3. District approval not required for Promotions and Operations signs.

COMPREHENSIVE SIGN PROGRAM

- 1. **District approval required** for Comprehensive Sign Programs.
- 2. No further District approval required with an approved comprehensive sign program.
- Comprehensive Sign Programs are required for all redevelopment projects and all new development projects.

NONCONFORMING SIGNS

- Tenants may submit nonconformance signs for **District approval** subject to review on a case-by-case basis prior to fabrication.
- 2. The District reserves the right to require removal of a nonconforming sign upon 30 days written notice.

Sign Types PERMANENT

PRIMARY SIGNS

Primary signage is the main identification signage for the leasehold. For large leaseholds with extensive street frontage, more than one sign may be permitted. The following types are permitted but not limited to:

• District approval not required

- a. Illuminated
- b. Monument
- c. Wall Plaque
- d. Fascia
- e. Awning
- f. Blade
- g. Window

District approval required

- h. High–rise building
- i. Mid–rise building
- j. Electronic message sign
- k. Historical Signs

SIGNS NOT PERMITTED

- a. Roof signs
- b. Pole signs
- c. Animated signs
- d. Flashing signs
- e. Painted signs on building walls
- f. Electronic video display LED screens

NONCONFORMING SIGNS

District approval required

Tenants may submit nonconformance signs for District approval subject to review on a case-bycase basis prior to fabrication.

SECONDARY SIGNS

Secondary Signage is intended to give necessary information identifying major activities in addition to the main identification Primary Sign. The following types are permitted but not limited to:

District approval not required

- a. Non-illuminated
- b. Ground sign
- c. Wall Plaque
- d. Fascia
- e. Awning
- f. Blade
- g. Paving sign
- h. Glazing sign
- i. Umbrella
- j. Regulatory

District approval required

k. Electronic message sign

SIGNS NOT PERMITTED

- a. Roof signs
- b. Pole signs
- c. Animated signs
- d. Flashing signs
- e. Painted signs on building walls
- f. Electronic video display LED screens

NONCONFORMING SIGNS

District approval required

Tenants may submit nonconformance signs for District approval subject to review on a case-bycase basis prior to fabrication.

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Sign Types TEMPORARY

ADVERTISEMENTS

District approval required

The following temporary sign types are permitted but not limited to:

- a. Advertising
- b. Laser light display
- c. Building wraps
- d. Tour vehicle sign
- e. Boat sign
- f. Event signs
- g. Off leasehold sign
- h. Electronic message sign
- i. 3D Projection

SIGNS NOT PERMITTED

- a. Roof signs
- b. Pole signs
- c. Painted signs on building walls
- d. Electronic video display LED screens

• District approval required

Temporary signs that require District approval are subject to approval on a case-by-case basis prior to fabrication.

PROMOTIONS AND OPERATIONS

District approval not required

The following temporary sign types are permitted but not limited to:

- a. Banners
- b. Pennants, flags, streamers
- c. Construction sign
- d. Real Estate sign
- e. Portable sign
- f. Window Display
- g. Sandwich board
- h. Menu board

SIGNS NOT PERMITTED

- a. Roof signs
- b. Pole signs
- c. Animated Signs
- d. Flashing lights
- e. Painted signs on building walls
- f. Electronic video display LED screens

Sign Standards PERMANENT

MONUMENT SIGNS

Maximum number permitted: one per every 200 lineal feet of frontage up to a maximum of two on each public way.

Height above grade: 6 feet depending upon the height of the grade above the public way.

Size: 0.75 square feet per linear foot of street frontage, to a maximum of 64 square feet. If a sign has two faces, the total allowable area may be increased to 92 square feet. Double monument signs designed as a "gateway" entry may be up to 64 square feet each sign.

Illumination of monument signs: in no case will "can signs" with internally illuminated translucent panels be permitted. Internally illuminated graphics routed in an opaque field are permissible when the graphics are limited to no more than 25% of the total field area.

WALL PLAQUE SIGNS

Wall Plaque signs must be applied to solid walls where the plaque would be no more than 40% of the rectangular wall area to which it is applied. Plaques shall not exceed 12 square feet. Individual letters shall not exceed 10".

If the wall plaque is the primary sign, the sign may be illuminated. Internally illuminated graphics routed in an opaque field are permissible when the graphics are limited to no more than 25% of the total field area.

FASCIA SIGNS

Fascia signs are generally long horizontal signs mounted on a building's fascia or eves. If the sign is the primary signage for the leasehold, the fascia sign may be illuminated. Internally illuminated graphics routed in an opaque field are permissible when the graphics are limited to no more than 25% of the total field area. Fascia signs may incorporate neon designs and lettering or may be externally lit. Neon shall be controlled by a neon-type dimmer to control brightness at the District's discretion. Secondary fascia signs may not be illuminated.

Fascia signs must be mounted a minimum of 7'o" above grade to the bottom of the sign and may not exceed 12' in length of 2' in height. Sign letters may not exceed 14" with first capital letters not to exceed 16".

AWNING SIGNS

Lettering shall be a maximum height of 10" and shall be located on the front face of the valance element of the awning. A logo image may be incorporated into the awning design, but shall not exceed 30% of the total awning area. Logos are limited to generic form and may not incorporate descriptive language related to tenant.

Awning signs may be illuminated by remote accessory lighting only. Light fixtures may be located above the awning only and must be fully integrated with the building façade. Awnings not permitted to be enclosed on the underside and internally illuminated in such a manner that the awning functions as a "can" sign.

01.30.2012 SDUPD Docs No. 513334

BLADE SIGNS

Blade Signs are signs that project perpendicularly from the face of a building, and have two faces. Blade Signs should be used only in constricted situations where other sign types would not be effective. If used as primary signage, the blade signs may be illuminated. Internally illuminated graphics routed in an opaque field are permissible when the graphics are limited to no more than 25% of the total field area. Blade Signs may incorporate neon designs and lettering or may be externally lit.

Sign letters may not exceed 14" with first capital letters not to exceed 16". Blade Signs may not exceed 12 square feet with a maximum dimension of 4' in any direction, and should be of a distinctive shape with three-dimensional character where possible. Blade Signs may not extend out over a public way, and a minimum of 7'-6" above grade to the bottom of the sign.

DISPLAY WINDOW SIGNS

Display Window Signs are permitted only for primary signage, and only in an appropriate storefront situation. Window signs may display the store name and logo only. Total signage area may not exceed 25% of the total glazed storefront area.

GLAZING SIGNS

Glazing Signs are secondary signs applied directly to the inside surface of storefront glass, and include metal leaf, painted lettering, and etched, cut and sandblasted lettering. Glazing Signs may display the store name or logo only and not exceed 25% of the total glazed area.

REGULATORY SIGNS

Signs shall be in conformance with the regulatory agency.

Signs Standards PERMANENT

PAVING SIGNS

Cast metal or glazed ceramic tile signs incorporating the store name or logo may be cast or recessed in the main entry paving as secondary signage where appropriate. Paving Signs must be flush with the walking surface, and conform to ADA regulations. The name or logo may not exceed 12 square feet.

UMBRELLA SIGNS & LOGOS

Umbrella signs and logos are permitted provided they are in good taste and do not detract from the overall appearance of the area. Logos are limited to products sold at the leasehold and may not exceed 12" in diameter. Umbrellas should be consistent in graphic appearance.

HIGH-RISE BUILDINGS

District approval required

High-rise buildings higher than 300 feet are permitted wall plaque or fascia signs at the highest elevation of the wall. Sign letters or logos may not exceed 10 feet in height. Number of signs allowed may vary per project requirements. Roof signs are not permitted.

MID-RISE BUILDINGS

District approval required

Mid-rise buildings higher than 150 feet are permitted wall plaque or fascia signs at the highest elevation of the wall. Sign letters or logos may not exceed 5 feet in height. Roof signs are not permitted. Number of signs allowed may vary per project requirements. Roof signs are not permitted.

ELECTRONIC MESSAGE SIGN

District approval required

Electronic LED signs offer state-of-the-art electronic sign technology. Message must be stationary and not scrolling.

Sign Standards TEMPORARY

TERMS AND CONDITIONS

District approval required

Temporary signs that require District approval are subject to approval on a case-by-case basis prior to fabrication.

The following requirements apply to all types of temporary signs:

1. Advertising is permissible to promote Port tenant business and events. All signs incorporating paid advertising are subject to payment of percentage rent under the lease whether it is a specific clause or characterized as "other" rental revenue.

2. Temporary signs may be located off the tenant leasehold.

3. Temporary signs may promote a third-party Port tenant or a subtenant of a Port Tenant.

4. Temporary signs may promote a third-party event that occurs on tidelands, the Bay and/or is sponsored by the Port.

5. Temporary signs may promote a tenant's business or event held by a Port Tenant.

TERMS AND CONDITIONS

District approval required

Temporary signs are permitted with the following conditions, including but not limited to:

1. Approval to display is based on the proposed location and intent within a limited time period.

2. Approved temporary signs may be visible for duration not to exceed 60 days.

3. No temporary sign may be visible for consecutive 6o-day terms.

4. A period of not less than 60 days must elapse before another 60-day term may occur.

5. Building wraps may be visible for duration of 30 days and four (4) times per year.

6. Vehicle signs may be visible for duration of 60 days.

7. Boat signs may be visible for duration of 60 days.

8. Maximum sign size varies depending on location, event, and sign type.

9. Submittals must include date of installation, scaled dimensioned drawings indicating copy, colors, fabrication method and materials, and a location map.

Sign Standards 🛛 TEMPORARY

ADVERTISEMENTS

District approval required

Advertising is permissible to promote Port tenant business and events. All signs incorporating paid advertising are subject to payment of percentage rent under the lease whether it is a specific clause or characterized as "other" rental revenue.

LASER LIGHT DISPLAY

• District approval required

Laser light display on building walls are permitted for short intervals. The maximum duration permitted varies on the event and location. The laser light show must be related to a tenant or District related event. Signs must meet applicable code regulations, and applicable governmental agency regulations (municipal, state, and federal).

TOUR VEHICLE SIGN

District approval required

Tour vehicle wraps are permitted for events or promotions related to tenants or for a District related event. Size may vary depending on the tenant and event. Approved temporary tour vehicle signs may be visible for duration not to exceed 60 days.

BOAT SIGN

• District approval required

Boat signs are permitted for events or promotions related to tenants or for a District related event. Size may vary depending on the tenant and event. Approved temporary boat signs may be visible for duration not to exceed 60 days.

BUILDING WRAPS

District approval required

Building wraps are permitted for events or promotions related to tenants or for a District related event. Size may vary depending on the tenant and event. Approved temporary building wraps may be visible for a maximum of 30 days and four (4) times per year.

OFF LEASEHOLD SIGNS

District approval required

Tenants may display a sign off of the leasehold for events or promotions related to tenants or for a District related event. Approved temporary off-leasehold signs may be visible for duration not to exceed 60 days.

Sign Standards 🗆 TEMPORARY

PROMOTIONS

District approval not required

BANNERS

A banner is permitted for a maximum size of $4'x_2o'$ with 2' high letters. Only one banner may be approved for each public entry. Banners may be displayed for a maximum period of 60 days.

PENNANTS and FLAGS

Canvas pennants or flags are permitted for promotional events during the same period of time of the promotion. No more than 5 pennants in 100 lineal feet, and no more than 3 flags will be approved for each public entry. Pennants may be up to 24" × 48" and may not be mounted higher than 20'. Flags may be 48" × 96" maximum and no higher than 30'. Pennants and flags must be securely mounted and must be installed in such a way as to not visually impact neighboring leaseholds. Pennants and flags may be displayed for a maximum of 60 days.

PORTABLE SIGNS

One portable sign, maximum 8 sq ft, may be placed to designate an attraction, including hours, location, and description. A maximum of one attraction per parcel. The sign may be displayed for a maximum of 30 days per event and 90 days per year. Portable signs are to be kept entirely on the leased premises and off of pedestrian paths. The signs must be put inside after business hours.

EVENT SIGNS

Tenants may display a temporary sign for events or promotions related to tenants or for a District related event. Signs may be visible for duration not to exceed 60 days. **OPERATIONS**

District approval not required

WINDOW DISPLAY

Tenants may utilize no more than 10% of their storefront area for promotion of products or services offered, rate or schedule boards, professional or business organizational affiliation, tour maps, etc.

SANDWICH BOARDS

Display of boat photos and the like on outdoor "sandwich" display boards are to be kept entirely on the leased premises and off of pedestrian paths. Displays are to be neat, orderly, and limited to 9 square feet in size. They must be kept inside after business hours.

MENU SANDWICH BOARDS

Portable sandwich boards used for noting special menu items may be displayed outside the front door. The sandwich boards may be double-sided a maximum of 9 square feet in size. They must be kept inside after business hours.

FOR RENT or LEASE SIGNS

Limited to one sign per parcel on the same parcel as the space being advertised. If more than one space is advertised, it is the responsibility of the tenant to coordinate all advertisements into one sign of the designated copy area. Maximum size is 4'x12'.

CONSTRUCTION SIGNS

Copy is limited to listing of owners, contractors, subcontractors, architects, engineers, lenders, and other principals associated with the project. Maximum size is 4'x12'.

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NONCONFORMING SIGNS SIGN MAINTENANCE

NONCONFORMING SIGNS

All existing nonconforming signs must be removed or modified when any of the following occur:

1. All tenant signs, including nonconforming signs, must be removed at the termination of a lease and the surfaces to which the signs were attached, repaired and repainted to the District's satisfaction.

2. When a nonconforming sign is to be altered, moved, enlarged, installed, or displayed.

3. When a project application is approved for any other form of development or demolition on the parcel.

4. The District reserves the right to require removal of a nonconforming sign upon 30 days written notice.

SIGN MAINTENANCE

1. All signs must be constructed, installed, and maintained in fully operational as-new condition. All current building and electrical codes must govern the construction of each sign.

2. All signs and sign supports shall be maintained in a clean and safe condition.

3. The tenant shall keep the display area of all signs neat at all times and shall correct any painting, fading, chipping, peeling, or flaking paint or plastic and mechanical or structural defect.

4. Signs that are not properly maintained must be removed within 30 days of receipt of a written notice from the District.

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