



CEQA and COASTAL DETERMINATIONS
and
NOTICE OF APPROVAL

Project: Manchester Grand Hyatt Garage Temporary Sign for American Academy of Dermatology Association Convention
Location: Manchester Hyatt, 1 Market Place, San Diego, CA 92101
Parcel No.: 019-001
Project No.: 2024-015
Applicant: Daniel Kuperschmid, Area Vice President/General Manager, Manchester Grand Hyatt San Diego, 1 Market Place, San Diego, CA 92101; (619) 358-6999
Date Approved: 02/15/2024

PROJECT DESCRIPTION

The Applicant is proposing a temporary 1,419 square foot (33'H x 43'W) sign on the northeast façade of the Manchester Grand Hyatt parking structure approximately 35 feet in height from the bottom of the sign to the adjacent grade facing West Harbor Drive. The proposed sign will be installed on approximately Tuesday, March 5, 2024, with a four-team crew and a lift bucket truck. The sign will be removed on approximately Tuesday, March 12, 2024.

The proposed temporary sign correlates with the American Academy of Dermatology Association Convention held at the San Diego Convention Center from March 7, 2024 to March 12, 2024. The American Academy of Dermatology Association Convention includes workshops located within Manchester Grand Hyatt. The Applicant and many of the surrounding hotels routinely erect temporary signage during various conventions and events held at the San Diego Convention Center that correspond to the convention. Furthermore, the proposed signage cannot be seen from San Diego Bay and no illumination of the sign would occur. The displays on the sign would include products sold and events held at American Academy of Dermatology Association Convention or by the sponsors of the event. In this sense, the sign may be considered onsite signage.

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, impacts related to air quality, greenhouse gas emissions, and transportation and traffic are not anticipated to occur. Furthermore, the Applicant and Tenant 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 Exemptions: CEQA Guidelines Section 15301 (Class 1) /District Guidelines for Compliance with CEQA Section 3.a: Existing Facilities and CEQA Guidelines Section 15311 (Class 11)/District Guidelines for Compliance with CEQA Section 3.i: Accessory Structures

3.a. Existing Facilities: Includes operation, repair, maintenance, or minor alteration of existing public or private structures, facilities, mechanical equipment, or topographical features, involving negligible or no expansion of use beyond that previously existing, including but not limited to:

(11) Existing on and off-premise signs.

AND/OR

3.i. Accessory Structures: Includes construction, or placement of minor structures accessory to (appurtenant to) existing facilities, including:

(3) On-premise signs.

The proposed project is determined to be Categorically Exempt pursuant to the CEQA Guidelines and the Sections of the District's *Guidelines for Compliance with CEQA* as identified above. These are appropriate for the proposed project because it consists of an on-premise 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 at the American Academy of Dermatology Association Convention or by the sponsors of the event. Furthermore, 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 the proposed temporary sign is not reflective in nature, nor would it directly face the San Diego Bay. There are no sensitive environmental resources located on this site or surrounding areas.

15300.2 (b): *This 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. The proposed temporary sign will not be displayed for more than ten days, and the content relates to the American Academy of Dermatology Association Convention during the same time period held at the San Diego Convention Center.

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 proposed project consists of the installation of a temporary sign that will not be displayed for more than ten days. The temporary sign will have no impact to the side of the existing parking structure façade that faces West Harbor Drive.

15300.2 (d): *No damage to scenic resources would occur.* There are no trees, rocks, or outcroppings on the project site, since the location is the side of an existing parking structure, and the temporary sign will leave no footprint behind once removed.

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

15300.2 (f): *The project would not impact historical resources.* The proposed project is for the installation and display of a temporary sign on the side of an existing parking structure. The parking structure is not considered a historic resource, nor listed on any historic registry's.

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 Designations: Commercial Recreation

The proposed project conforms to the certified Port Master Plan because the temporary sign promotes the commercial recreation activity within the visitor serving conference, convention and hotel use, and is consistent with the existing certified Land use designations. The proposed project would not change the use of the site, nor would it interrupt or expand the existing conforming uses of the site.

CATEGORICAL DETERMINATION

Categorical Exclusion: Section 8.a: Existing Facilities and 8.c. New Construction or Conversion of Small Structures

8.a. Existing Facilities: The operation, repair, maintenance, or minor alteration of existing public or private structures, facilities, mechanical equipment, or topographical features, involving negligible or no expansion of use beyond that previously existing, including but not limited to:

(7) New copy on existing on- and off-premise signs

AND/OR

8.c. New Construction or Conversion of Small Structures: 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 Categorical Excluded pursuant to the Sections of the District's *Coastal Development Permit Regulations* as identified above. These are appropriate, since the proposed project is for an on-premise temporary sign that would not involve a change of existing use of the property. Additionally, the Categorical Exclusion listed above includes a non-exclusive list of structures, including on-premise signs and seasonal or temporary use of items, such as the proposed temporary sign. 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 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 repaving project is consistent with the Public Trust Doctrine.

RANDA CONIGLIO
Acting President/CEO

Determination by:
Kevin Parker, AICP
Senior Planner
Development Services

Signature: _____
Date: _____

Deputy/Assistant General Counsel

Signature: _____
Date: _____