



State of California - Department of Fish and Wildlife  
**2024 ENVIRONMENTAL DOCUMENT FILING FEE**  
**CASH RECEIPT**  
 DFW 753.5a (Rev. 01/01/24) Previously DFG 753.5a

RECEIPT NUMBER: 37-05/30/2024-0425
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 05/30/2024
COUNTY/STATE AGENCY OF FILING SAN DIEGO	DOCUMENT NUMBER 37-2024-0425	

PROJECT TITLE  
 HILTON SAN DIEGO BAYFRONT TEMPORARY SIGN INSTALLATION FOR COMIC CON 2024

PROJECT APPLICANT NAME LAUREN GUILLOT, 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)	\$4,051.25	\$	0.00
<input type="checkbox"/> Mitigated/Negative Declaration (MND)/(ND)	\$2,916.75	\$	0.00
<input type="checkbox"/> Certified Regulatory Program (CRP) document - payment due directly to CDFW	\$1,377.25	\$	0.00

- Exempt from fee
- Notice of Exemption (attach)
  - CDFW No Effect Determination (attach)
- Fee previously paid (attach previously issued cash receipt copy)

<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, LIZANA GUZMAN, Deputy
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Payment Reference #: ORDER: 182229041/ AUTH: 023976



SAN DIEGO COUNTY CLERK  
CEQA FILING COVER SHEET

**FILED**  
May 30, 2024 10:38 AM  
JORDAN Z. MARKS  
SAN DIEGO COUNTY CLERK  
File # 2024-000451  
State Receipt # 37053020240425

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 2024

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):

<b>FILED IN THE OFFICE OF THE SAN DIEGO</b>	
<b>COUNTY CLERK ON</b> <u>May 30, 2024</u>	
<b>Posted</b> <u>May 30, 2024</u>	<b>Removed</b> _____
<b>Returned to agency on</b> _____	
<b>DEPUTY</b> _____	

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 2024

**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 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.

All works related to the proposed temporary sign, including installation, display, and removal, can only occur in the month of July 2024, closely corresponding with the duration of the Comic-Con event. Both installation and removal would require the use of a boom lift.

**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: 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 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. 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.

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

Signature:  Date: 5/30/2024 Title: Assistant Planner

- Signed by Lead Agency
- Signed by Applicant

**Date received for filing at OPR/Clerk:**

San Diego County



Transaction #: 7812564  
Receipt #: 2024189996

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: 05/30/2024  
Cashier Location: SD

Print Date: 05/30/2024 10:39 am

Payment Summary

Total Fees	\$250.00
Total Payments	\$250.00
Balance:	\$0.00

Payment		
VITALCHEK PAYMENT		\$250.00
<b>Total Payments</b>		<b>\$250.00</b>
Filings		
CEQA - NOE	FILE #: 2024-000449 Date: 05/30/2024 10:38AM Pages: 3 State Receipt # 37-05/30/2024-0423	
Fees:	Fish & Wildlife County Administrative Fee	\$50.00
Total Fees Due:		\$50.00
CEQA - NOE	FILE #: 2024-000450 Date: 05/30/2024 10:38AM Pages: 3 State Receipt # 37-05/30/2024-0424	
Fees:	Fish & Wildlife County Administrative Fee	\$50.00
Total Fees Due:		\$50.00
CEQA - NOE	FILE #: 2024-000451 Date: 05/30/2024 10:38AM Pages: 3 State Receipt # 37-05/30/2024-0425	
Fees:	Fish & Wildlife County Administrative Fee	\$50.00
Total Fees Due:		\$50.00
CEQA - NOE	FILE #: 2024-000452 Date: 05/30/2024 10:38AM Pages: 3 State Receipt # 37-05/30/2024-0426	
Fees:	Fish & Wildlife County Administrative Fee	\$50.00
Total Fees Due:		\$50.00

San Diego County

Transaction #: 7812564

Receipt #: 2024189996

CEQA - NOE

FILE #: 2024-000453 Date: 05/30/2024 10:38AM Pages: 3

State Receipt # 37-05/30/2024-0427

Fees: Fish & Wildlife County Administrative Fee \$50.00

Total Fees Due: \$50.00

Grand Total - All Documents: \$250.00