



**CEQA and COASTAL DETERMINATIONS  
and  
NOTICE OF APPROVAL**

Project: Replacement of Existing Signage and Minor Interior Alterations at Holiday Inn San Diego Bayside for DoubleTree by Hilton San Diego Bayside Rebrand  
Location: 4875 North Harbor Drive, San Diego, CA 92106  
Parcel No.: 004-001  
Project No.: 2024-121  
Applicant: Richard Bartell, President, Bartell Hotels, 4875 North Harbor Drive, San Diego, CA 92106; (619) 224-1556  
Date Approved: 12/27/2024

**PROJECT DESCRIPTION**

The proposed project would consist of the removal and replacement of exterior signage and modification of interior fixtures by Bartell Hotels (Applicant), as part of a rebrand from the current Holiday Inn San Diego Bayside to a DoubleTree by Hilton hotel, in the city of San Diego, California. All proposed signs would replace existing signs with new DoubleTree branding, apart from a new, non-illuminated 12-foot-long logo and letters sign above the hotel lobby entrance, and removal, without replacement, of an illuminated wall sign for the bottle shop and convenience store. The number of signs on-site would remain unchanged, and no new exterior lighting is proposed. The proposed project would include minimal interior work to various fixtures, such as, but not limited to, the installation of new carpet and wallpaper throughout hallways of the hotel, new light fixtures in the hotel restaurant, and new furniture in public areas. Installation of new signs for the proposed project is anticipated to occur in early 2025 and would take approximately one (1) day to complete. Interior work would be on-going as materials are supplied and would conclude in Spring 2025 upon the arrival and installation of the new carpet. Completion of the project would require a crew of approximately three (3) personnel, and there would be no staging, closure of the parking lot on-site, or disruption of hotel operations for the duration of both the exterior and interior work.

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 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.

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**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; CEQA Guidelines Section 15302 (Class 2)/District Guidelines for Compliance with CEQA Section 3.b: Replacement or Reconstruction; 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:

- (3) Interior and exterior remodeling or alterations, involving negligible or no expansion of use beyond that previously existing, including, but not limited to, marine terminal facilities, and marine-oriented commercial, industrial, and public and commercial recreational facilities, including buildings, piers, wharves, marine ways; railroads; airport facilities, runways, taxiways, aprons, and ancillary structures to those facilities; or mechanical systems and

equipment.

- (11) Existing on and off-premise signs.

AND/OR

- 3.b. Replacement or Reconstruction: Includes replacement or reconstruction of existing structures and facilities where the new structure will be located on the same site and will have substantially the same purpose and capacity as the structure being replaced.

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 because it would consist of the removal and replacement of existing hotel signage and fixtures that would involve no expansion of use beyond that previously existing and would be located on the same site and will have substantially the same purpose and capacity as the structures being replaced. 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).

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: 1 - Shelter Island/La Playa (Precise Plan Figure 4)

Land Use Designation: Commercial Recreation

The proposed project conforms to the certified Port Master Plan because it would involve the replacement of existing hotel signage and branding consistent with the existing certified Land Use designation. 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 Exclusions: Section 8.a: Existing Facilities; Section 8.b: Replacement or Reconstruction; and Section 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;
- (12) Interior and exterior remodeling of airport facilities, marine terminal facilities, existing marine-oriented industrial structures, and commercial or recreational facilities.

AND/OR

- 8.b. Replacement or Reconstruction: Replacement or reconstruction of existing structures and facilities where the new structure will be located essentially on the same site as the structure replaced and will have substantially the same purpose and capacity as the structure replaced.

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, 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 Sections of the District's *Coastal Development Permit Regulations* as identified above because it would consist of the replacement of existing hotel signage and fixtures that would involve no expansion of use beyond that previously existing, would be located essentially on the same site as the structures replaced and will have substantially that same purpose and capacity as the structures replaced, and would involve no change of existing use of the property.

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 project is consistent with the Public Trust Doctrine.

RANDA CONIGLIO  
Acting President/CEO

Determination by:  
Davin Cox  
Assistant Planner  
Development Services

Signature: \_\_\_\_\_  
Date: 12/27/2024

Assistant/Deputy General Counsel

Signature: Rebecca Harrington  
Date: 12/27/2024