



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:

☐ Environmental Impact Report (EIR)

\$4,123.50

\$

0.00

☐ Mitigated/Negative Declaration (MND)/(ND)

\$2,968.75

\$

0.00

☐ Certified Regulatory Program (CRP) document - payment due directly to CDFW

\$1,401.75

\$

0.00

☒ Exempt from fee

☒ Notice of Exemption (attach)

☐ CDFW No Effect Determination (attach)

☐ Fee previously paid (attach previously issued cash receipt copy)

☐ Water Right Application or Petition Fee (State Water Resources Control Board only)

\$850.00

\$

0.00

☒ County documentary handling fee

\$

50.00

☐ Other

\$

0.00

PAYMENT METHOD

☐ Cash

☒ Credit

☐ Check

☐ Other

TOTAL RECEIVED

\$

50.00

SIGNATURE

X

T. Hood

AGENCY OF FILING PRINTED NAME AND TITLE

San Diego County Clerk, TIFFANI HOOD, Deputy

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):

**FILED IN THE OFFICE OF THE SAN DIEGO
COUNTY CLERK ON** April 23, 2025
Posted April 23, 2025 **Removed** _____
Returned to agency on _____
DEPUTY _____

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

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

Payment

VITALCHEK PAYMENT \$50.00

Total Payments \$50.00

Filing

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

Total Fees Due: \$50.00

Grand Total - All Documents: \$50.00