



State of California - Department of Fish and Wildlife  
**2026 ENVIRONMENTAL DOCUMENT FILING FEE**  
**CASH RECEIPT**  
 DFW 753 5a (Rev 01/01/26) Previously DFG 753.5a

RECEIPT NUMBER 37-07/01/2026-0589
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 07/01/2026
COUNTY/STATE AGENCY OF FILING SAN DIEGO	DOCUMENT NUMBER 37-2026-0589	

PROJECT TITLE  
TEMPORARY SIGNAGE INSTALLATION AT HILTON SAN DIEGO BAYFRONT DURING COMIC-CON 2026

PROJECT APPLICANT NAME LUISA GAWEL, SENIOR EVENT MANAGER, HILTON SAN DIEGO BAYFRONT	PROJECT APPLICANT EMAIL	PHONE NUMBER 619-200-4237	
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)	\$4,227 50	\$	0 00
<input type="checkbox"/> Mitigated/Negative Declaration (MND)/(ND)	\$3,043 75	\$	0 00
<input type="checkbox"/> Certified Regulatory Program (CRP) document - payment due directly to CDFW	\$1,437 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 <i>Steve Sangthai</i>	AGENCY OF FILING PRINTED NAME AND TITLE San Diego County Clerk, STEVE SANGTHAI, Deputy
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Payment Reference #: order#/auth# 223232021/010052



SAN DIEGO COUNTY CLERK  
CEQA FILING COVER SHEET

**FILED**  
Jul 01, 2026 08:31 AM  
JORDAN Z. MARKS  
SAN DIEGO COUNTY CLERK  
File # 2026-000636  
State Receipt # 37070120260589

THIS SPACE FOR CLERK'S USE ONLY

TYPE OR PRINT CLEARLY

**Project Title**

TEMPORARY SIGNAGE INSTALLATION AT HILTON SAN DIEGO BAYFRONT DURING  
COMIC-CON 2026

**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):

Posted: 7/1/26

Filed by: Steve Sangthai

Deputy County Clerk

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:** Temporary Signage Installation at Hilton San Diego Bayfront During Comic-Con 2026

**Project Applicant:** Luisa Gawel, Senior Event Manager, Hilton San Diego Bayfront, 1 Park Boulevard, San Diego, CA, 92101; (619) 200-4237

**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 temporary signage 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 signage 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 signage would be directed west towards the Bay and no illumination of the signage would occur. It is anticipated that the displays on the signage would include products sold and events held at Comic-Con or by the sponsors of the event. In this sense, the signage 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 signage would be placed on the northwest outer wall surface of the Hilton San Diego Bayfront Hotel tower, facing towards the Convention Center, measuring approximately 238 feet wide by 188 feet high. The top of the sign would be installed in alignment with the top of the glass curtain wall, 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 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.

The signage features, the temporary nature of the signage, 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 signage would not create visual or aesthetic impacts.

All works related to the proposed temporary signage, including installation, display, and removal, can only occur in the month of July 2026, closely corresponding with the duration of the Comic-Con event. The signage must be taken down and the facility returned to the same condition as it was prior to the installation of the signage no later than July 31, 2026. In no event would the signage 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 signage would generate a minor amount of vehicle trips and would require limited use of equipment. Therefore, impacts related to air quality, greenhouse gas emissions, 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: 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. 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. of the District's CEQA Guidelines is as follows:

- 3.i. Accessory Structures (SG § 15311) (Class 11): Including 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:** Betsy Viramontes, 619-686-6409

**Signature:** Betsy Viramontes **Date:** 6/1/26 **Title:** Planner I

- Signed by Lead Agency
- Signed by Applicant

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



San Diego County



Transaction #: 9111094  
Receipt #: 2026252430

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: 07/01/2026  
Cashier Location: SD

Print Date: 07/01/2026 8:31 am

Payment Summary

Total Fees	\$100.00
Total Payments	\$100.00
Balance:	\$0.00

Payment

VITALCHEK PAYMENT \$100.00

Total Payments \$100.00

Filings

CEQA - NOE FILE #: 2026-000635 Date: 07/01/2026 8:31AM Pages: 3  
 State Receipt # 37-07/01/2026-0588  
 Fees: Fish & Wildlife County Administrative Fee \$50.00  
 Total Fees Due: \$50.00

CEQA - NOE FILE #: 2026-000636 Date: 07/01/2026 8:31AM Pages: 3  
 State Receipt # 37-07/01/2026-0589  
 Fees: Fish & Wildlife County Administrative Fee \$50.00  
 Total Fees Due: \$50.00

Grand Total - All Documents: \$100.00