

Project Description and Drawing Submittal List

1. Project Description is a robust project narrative that should include a description of on-site work, construction details, and any impacts on the site during and after construction.
 - a. Site Description
 - i. Address/Location
 - ii. Content on the building wrap
 - iii. Purpose of the building wrap
 - iv. Height and width of building wrap(s)
 - v. Gross square footage of building wrap
 - vi. Building footprint square footage
 - vii. Appearance of proposed project
 - viii. Signage, if applicable
 - b. Construction
 - i. Method of Installation
 - ii. Materials to be used for the building wrap installation
 - iii. Construction staging areas
 - iv. Estimated construction schedule (start date, end date, duration)
 - c. Temporary Impact
 - i. Describe any temporary uses, temporary improvements, and temporary operations during the construction of the proposed project. For example, describe any on- or off-site construction staging areas and temporary trailers or other facilities that would be used to continue operations at the project site.
 - ii. Describe any parking that may be displaced during construction
 - iii. Describe any public access and pedestrian paths that may need to be rerouted.
2. A supplemental visual submittal should be provided typically in a drawing set and visual simulation of the proposed work. The drawing set should include:
 - a. Scope of Work: A brief statement clearly describing the proposed work.
 - b. Site Address: Provide the address of the proposed construction site.
 - c. Tenant Information: Include the name, address, and phone number of the tenant.
 - d. Site Plan: Inset Vicinity Map.
 - e. Wrap Dimensions: Include dimensions of the proposed building wrap.
 - f. Detail of Installation: Indicate all existing and proposed structures, including their dimensions and floor area. Label structures as existing or proposed. Identify structures proposed for demolition.
 - g. Elevations: Show complete architectural elevations of all sides of buildings, indicating whether they are existing or proposed. This should be on a separate sheet.
 - h. Floorplans: Show dimensioned floor plans and roof plans. Identify walls proposed for demolition.
 - i. Pedestrian and Vehicular Circulation: Show walkways, driveways, entrances, exits, and parking areas with all dimensions. Label handicapped parking spaces and the number of standard and handicapped spaces.
 - j. Signs: Document existing and proposed signs with elevation drawings, dimensions, and materials.

Sample Project Description

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 Hilton San Diego Bayfront hotel tower, facing towards the Convention Center, measuring approximately 44,744 square feet (sq) (238 feet (ft)-wide by 188-(ft)-high), approximately 70-feet high from the bottom of the sign to the 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 advertising sign, including installation, display, and removal, can only occur in the month of July 2023, 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, 2023. 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.

Sample Visual Submittal

