

Agenda Item No. 22
File No. 2018-0290

Integrated Planning Port Master Plan Update

**PRESENTATION AND DIRECTION TO STAFF
ON THE PORT MASTER PLAN UPDATE –**

**Policy Discussion Considering Small Format
Informational and Wayfinding Signage,
Including Digital Integration
and Paid Advertising**

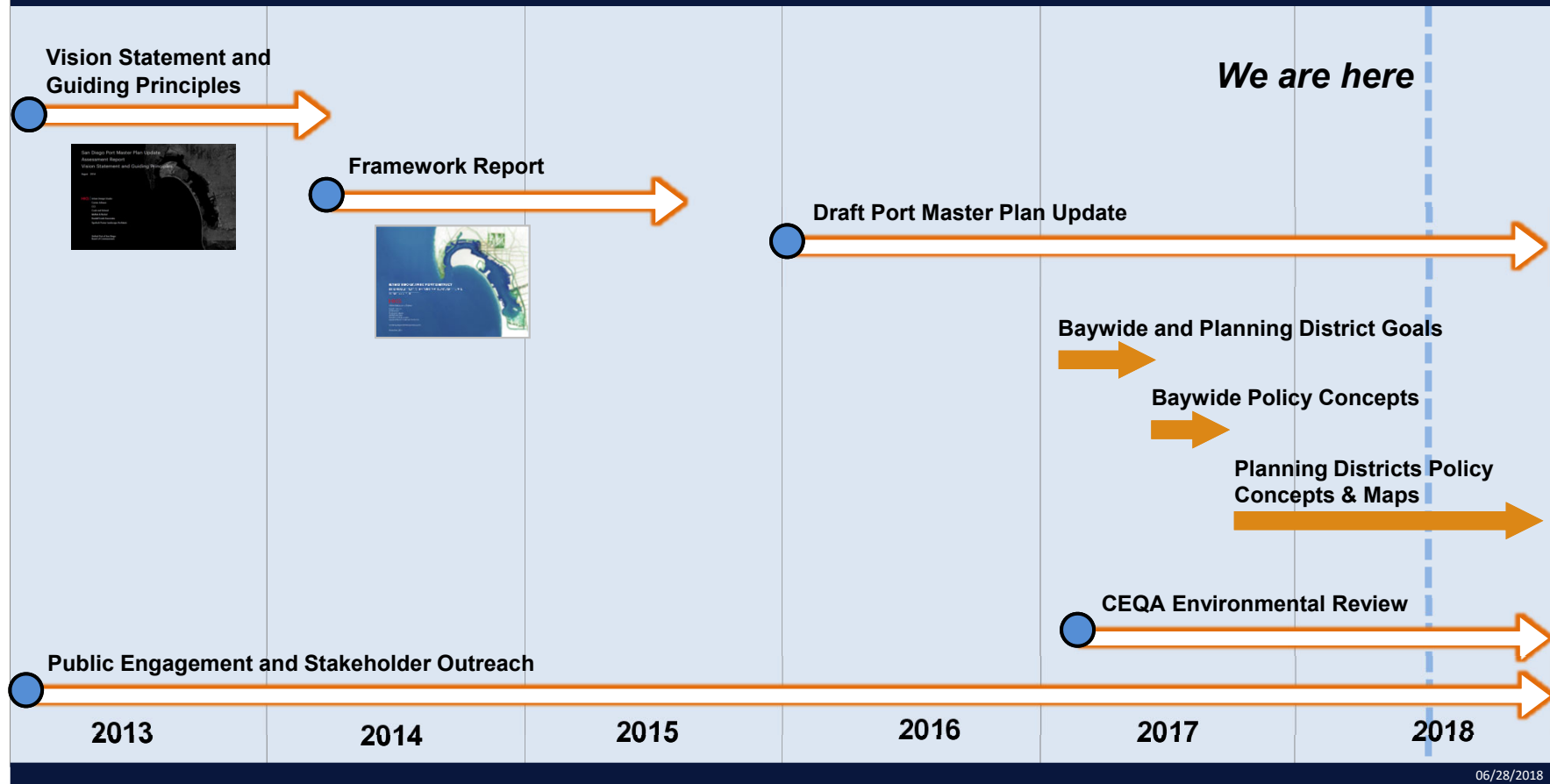
Board of Port Commissioners
July 17, 2018

Today's Workshop:

- Staff Presentation
- Board Clarifying Questions
- Public Comment
- Board Discussion

SAN DIEGO UNIFIED PORT DISTRICT		
REQUEST TO SPEAK <i>Submit completed form to staff prior to Chair announcing the agenda item.</i>		
<input type="checkbox"/> Non Agenda Public Comment		
<input type="checkbox"/> Agenda Item No.		
Date: _____		
<input type="checkbox"/> In Favor	<input type="checkbox"/> In Opposition	<input type="checkbox"/> Neutral
Other (specify) _____		
PERSONAL INFORMATION:		
The information requested below is voluntary. Any information provided on this form is a public record and subject to disclosure under the California Public Records Act.		
Name: _____ <small>(Please Print)</small>		
Organization or Affiliation: _____ <small>(If applicable)</small>		
Title: _____		
Address: _____		
City/State/Zip: _____		
Telephone Number: () _____		
Email: _____		

INTEGRATED PLANNING PROCESS



INTEGRATED PLANNING PROCESS

2017

2018

Draft Port Master Plan Update

Baywide & Planning District Goals

Baywide Policy Concepts

We are here

Planning District Policy Concepts & Maps

Board Workshops

CEQA Environmental Review

Public Engagement and Stakeholder Outreach

JAN FEB MAR APR MAY JUNE JULY AUG SEPT OCT NOV DEC JAN FEB MAR APR MAY JUNE JULY

07/10/2018

**VISION
STATEMENT
& GUIDING
PRINCIPLES**

**FRAMEWORK
REPORT**

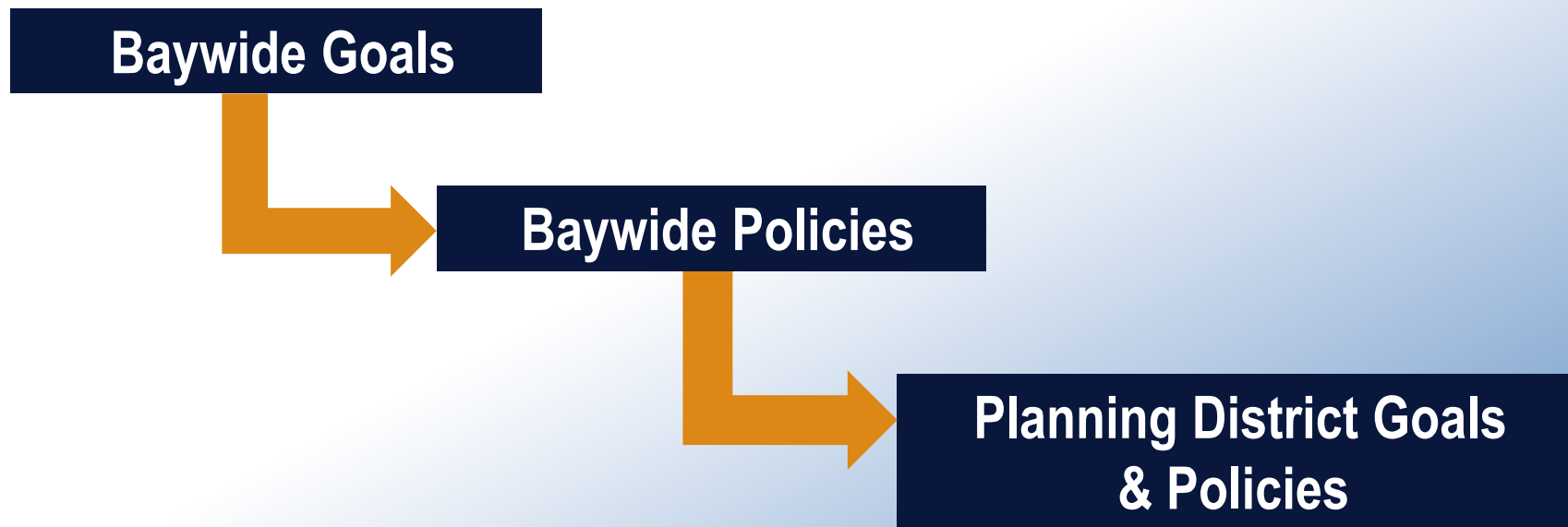
**PMPU
GOALS**

**PMPU
POLICY
CONCEPTS**

OBJECTIVES

- Market Ready
- Streamline Permit Process
- Certainty with Flexibility
- Balance Development with Natural Resources while Enhancing Fiscal Sustainability

Port Master Plan Update:
TIERED BAYWIDE GOALS & POLICIES APPROACH





PROJECTS



POLICIES





RECAP

Coastal Access and Recreation Element

RECAP

Vision Statement & Guiding Principles:

“Honor the Water”

“Guarantee the Public Realm”

“Create a Comprehensive Open Space Plan”

“Provide Ease of Mobility on Land and Water”

“Promote Clean Air, Healthy Communities, and Environmental Justice”

BPC Acceptance: August 2014

Framework Report Comprehensive Ideas:

“Open Space Can Create a Sense of Place”

“Open Space Can Help Guide the Growth of Water-Oriented Businesses”

“Expand Available Park Space or Improve Existing Parks to Provide Greater Opportunities for the Public to Access the Waterfront and Enjoy Amenities”

“Provide a Variety of Gathering Spaces for Multiple Purposes Situated in Small, Medium, and Large Configurations”

BPC Acceptance: November 2015

RECAP

GOALS

Goals for Coastal Access and Recreation Element

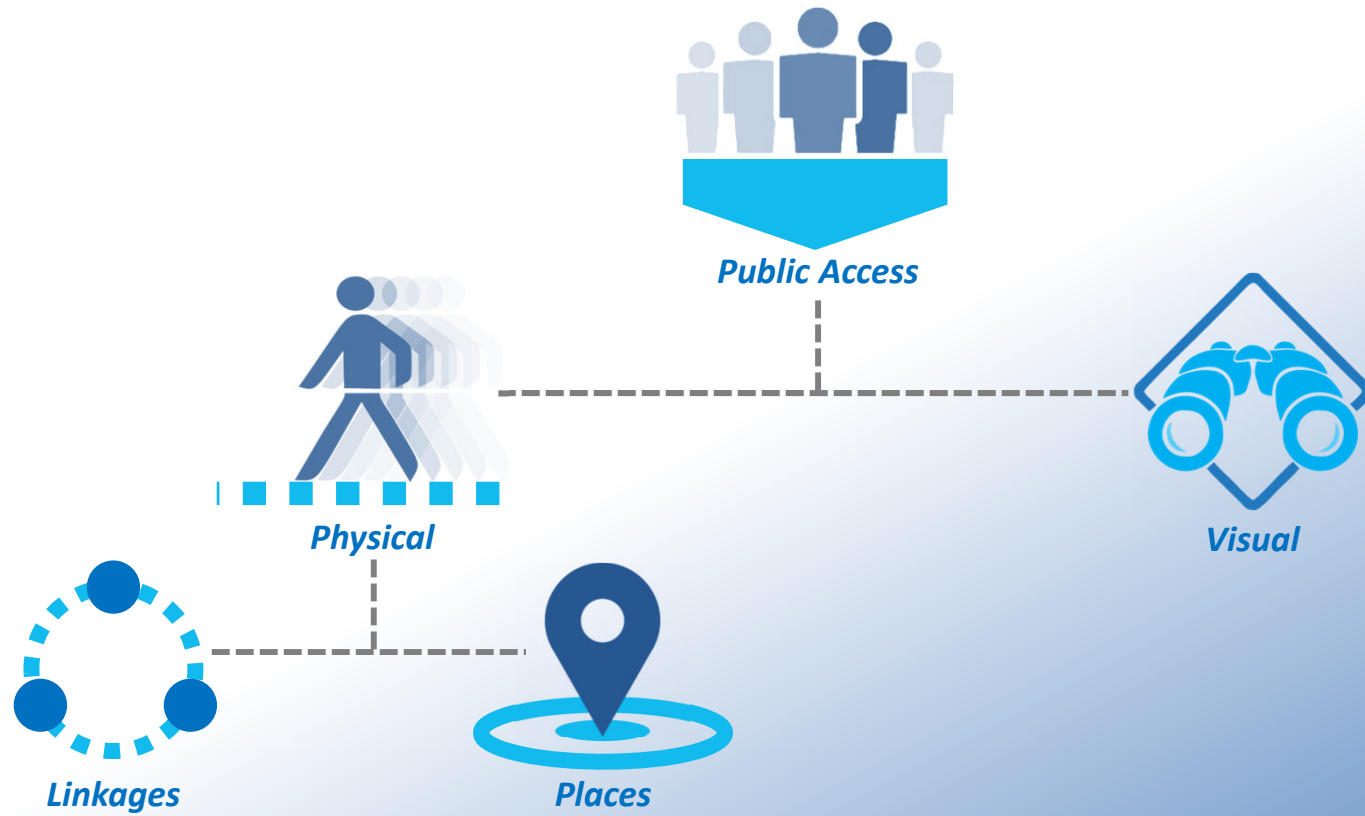


- District Tidelands accessible to all people with consideration of public safety and resource protection needs
- Land and water access and mobility options providing opportunities for the public to explore and interact with the shoreline and in the Bay
- A system of interconnected District open space, parks, and recreational areas and facilities integrated with neighboring jurisdiction's recreational systems
- A variety of land- and water-based recreational experiences including scenic vista areas, natural open spaces, activated gathering spaces, and visitor-serving recreational facilities
- **Wayfinding features that help people explore District Tidelands, and contribute to a sense of place, safety, and security**
- Open space located along the Bay in a manner that provides meaningful access to the waterfront, provides a connected civic corridor and contributes to the overall image of the waterfront

BPC Workshop: May 25, 2017

RECAP

POLICY CONCEPT: PUBLIC ACCESS





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Topics for Discussion

SMALL FORMAT INFORMATIONAL AND WAYFINDING SIGNAGE

- 1) Should small format informational and wayfinding signage allow for digital integration as technology advances?
- 2) Should off-site/off-premise, paid advertising content be allowed on informational and wayfinding signage with parameters?

But first...



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Previous Board Items

SMALL FORMAT DIGITAL WAYFINDING WITH PAID ADVERTISING

Previous Board Presentations and Direction to Staff

April 2016

- Staff presented 5-year Advertising Business Plan, including small, large, static and digital formats and received direction to move forward with the Plan

August 2016

- Staff presented 1-year Advertising Plan and received direction to issue a Request for Proposals for Interactive Kiosks

May 2017

- Board selected IKE Smart City as successful respondent and directed staff to commence negotiations for 10-year agreement to fabricate, install and operate Interactive Kiosks



Workshop Terminology

SMALL FORMAT INFORMATIONAL AND WAYFINDING SIGNAGE

Workshop Terminology

Off-Site/Off-Premise Signage:

Promotes product, event, service, facility or activity that is not on the property on which the sign is located



SMALL FORMAT INFORMATIONAL AND WAYFINDING SIGNAGE

Workshop Terminology

On-Site/On-Premise Signage:

Promotes product, event, service, facility or activity that is provided on the property on which the sign is located

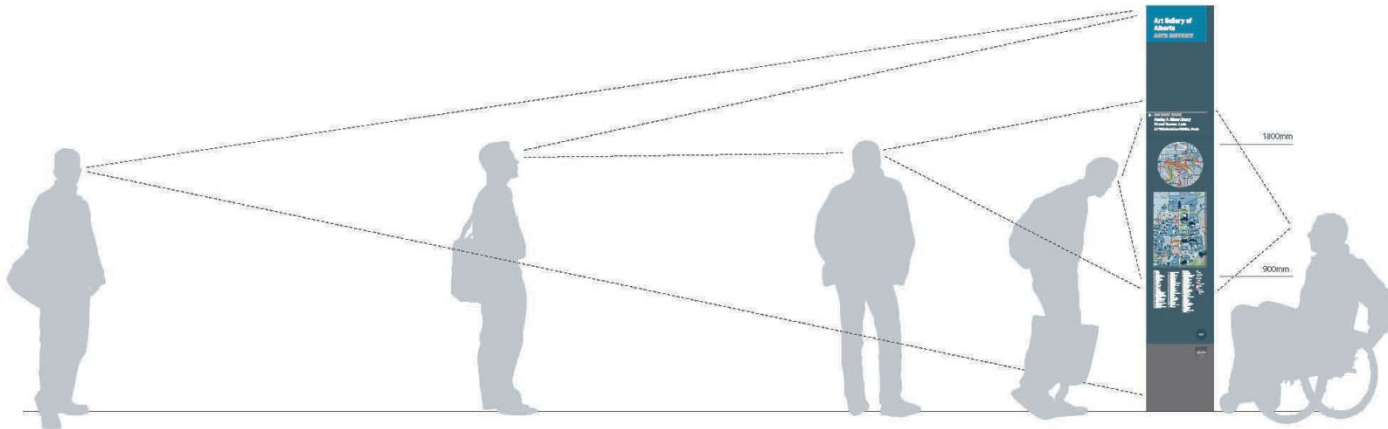


SMALL FORMAT INFORMATIONAL AND WAYFINDING SIGNAGE

Workshop Terminology

Pedestrian Scale:

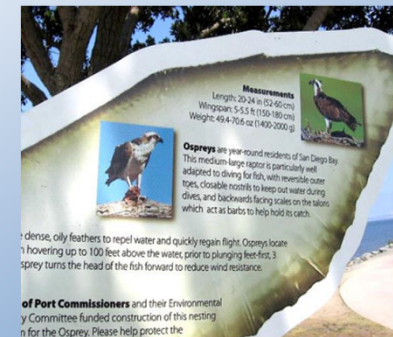
Physical elements of the built environment that are of a size and shape that match the proportions of a human



SMALL FORMAT INFORMATIONAL AND WAYFINDING SIGNAGE

Workshop Terminology

Small Format Signage:
Signage that is Pedestrian Scale



SMALL FORMAT INFORMATIONAL AND WAYFINDING SIGNAGE

Workshop Terminology

Large Format Signage:

Signage that is larger than Pedestrian Scale and is intended to be visible from a far distance

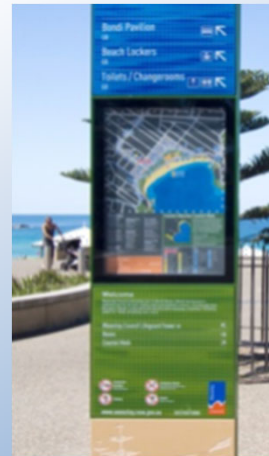
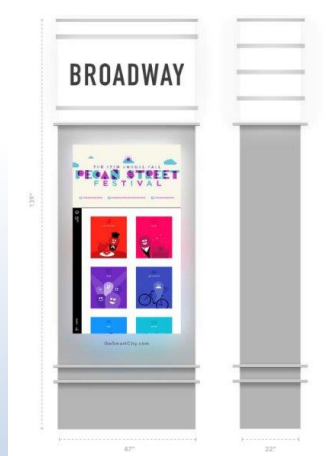


SMALL FORMAT INFORMATIONAL AND WAYFINDING SIGNAGE

Workshop Terminology

Digital Signage:

Signage that has a programmable display that can be readily changed



Research of Jurisdictions



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SMALL FORMAT INFORMATIONAL AND WAYFINDING SIGNAGE

Research on Coastal Zone Jurisdictions

UPDATED

Coastal Zone City or County	Silent	Prohibits Digital	Prohibits Off-site Signage/Advertising	Allowed with Parameters
City of Chula Vista		✓	✓	
City of Coronado		✓	✓	
City of Imperial Beach		✓	✓	
City of National City				Digital/Advertising Allowed with Parameters (only on City-owned Property)
City of San Diego			✓	Digital Allowed with Parameters

SMALL FORMAT INFORMATIONAL AND WAYFINDING SIGNAGE

Research on Coastal Zone Jurisdictions

UPDATED

CONT'D

Coastal Zone City or County	Silent	Prohibits Digital	Prohibits Off-site Signage/Advertising	Allowed with Parameters
City of Carlsbad		✓	✓	
City of Encinitas			✓	Digital Allowed with Parameters
City of Oceanside		✓	✓	
City of Solana Beach				Digital/Advertising Allowed with Parameters
County of San Diego		✓	✓	

SMALL FORMAT INFORMATIONAL AND WAYFINDING SIGNAGE

California Coastal Act

Section 30251 – Scenic and Visual Qualities

Scenic and visual qualities of coastal areas shall be considered and protected as a resource of public importance. Permitted development shall be sited and designed to protect views to and along the ocean and scenic coastal areas, to minimize the alteration of natural land forms, to be visually compatible with the character of surrounding areas, and, where feasible, to restore and enhance visual quality in visually degraded areas. New development in highly scenic areas such as those designated in the California Coastline Preservation and Recreation Plan prepared by the Department of Parks and Recreation and by local government shall be subordinate to the character of its setting.

SMALL FORMAT INFORMATIONAL AND WAYFINDING SIGNAGE

Relevant Coastal Commission Actions

City of Oceanside (2016)

Amendments to Local Coastal Program approved prohibiting digital billboards, with additional prohibitions for relocating existing billboards to the coastal zone

City of Carlsbad (2013-2015)

Although proposed amendments to Local Coastal Program initially included digital display signage, the City reconsidered and digital signs are now prohibited city-wide

Long Beach Transit (2012)

Coastal Development Permit issued allowing for digital message boards, but expressly prohibiting commercial advertising content

SMALL FORMAT INFORMATIONAL AND WAYFINDING SIGNAGE

Non-Coastal Zone Jurisdictions

Digital Signage & Advertising Allowed

- Historic Broadway District in City of Los Angeles
- Hollywood Signage Supplemental Use District in City of Los Angeles
- Los Angeles Sports and Entertainment District in City of Los Angeles
- Los Angeles International Airport



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Public Benefits

SMALL FORMAT INFORMATIONAL AND WAYFINDING SIGNAGE

Public Benefits of Digital Wayfinding Signage

- Enhanced User Experience
- Up-to-Date Information
- Reduce Sign Clutter & Maintenance
- Quick Emergency Services
- Placemaking and Identification
- Connecting the Public Realm





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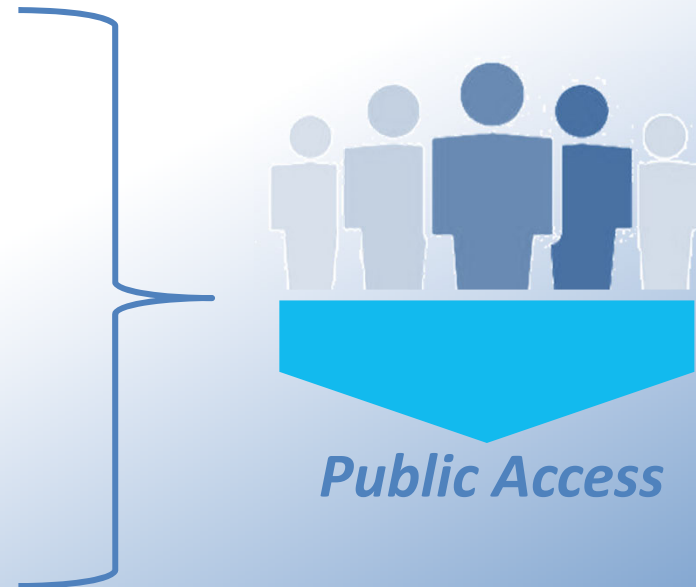
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Potential Physical & Visual Impacts

SMALL FORMAT INFORMATIONAL AND WAYFINDING SIGNAGE

Potential Physical & Visual Impacts of Digital Signage

- Lighting
- Glare
- Vehicle Safety
- Character and Quality





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Potential Parameters for Consideration

SMALL FORMAT INFORMATIONAL AND WAYFINDING SIGNAGE

Potential Parameters for Digital Signage

- **Dimming / sleep hours**
- **Light filters**
- **Anti-glare screens**
- **Display time intervals**
- **Copy type**
- **Pedestrian-scaled sizing**
- **Placement**
 - outside of view extension corridors
 - not facing water
 - setback from roadways
 - only in areas of high foot-traffic



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Potential Financial Scenarios

SMALL FORMAT INFORMATIONAL AND WAYFINDING SIGNAGE

Potential Financial Scenarios for Interactive Kiosks	Scenario 1 No Advertising Port	Scenario 2 Break Even Port/3rd Party	Scenario 3 49% Advertising 3rd Party
Capital Investment Cost Kiosk Warranty, Operation, & Maintenance Cost Ad Sales Kiosks	Port Port N/A 15	Port Port 3rd Party 15	3rd Party 3rd Party 3rd Party 15
Content Mix Public Benefit (PSAs, Port Branded, Wayfinding) Commercial Advertising	100% 0%	77% 23%	51% 49%
Total Annual Advertising Revenue (\$M) Port Share		\$ 1.2 70%	\$ 2.5 21%
Annual Port Revenue Annual Variable Operating Expenses (\$M) Annual Surplus (\$M)	\$ 0.6 \$ (0.6)	\$ 0.8 \$ 0.6 \$ 0.2	\$ 0.5 \$ - \$ 0.5
10 Years Total Surplus (\$M) Capital Investment (\$M)	\$ (6.0) \$ (2.2)	\$ 2.2 \$ (2.2)	\$ 5.2 \$ -
Total 10 Year Impact (Surplus Less Capital Investment)	\$ (8.2)	\$ -	\$ 5.2



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Hong Kong



Chicago, IL



San Francisco, CA



Chicago, IL

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☐ Other (specify) _____

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Name: _____
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Title: _____

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City/State/Zip: _____

Telephone Number: () _____

Email: _____



Next Steps



Integrated Planning: Port Master Plan Update

Public Engagement Timeline

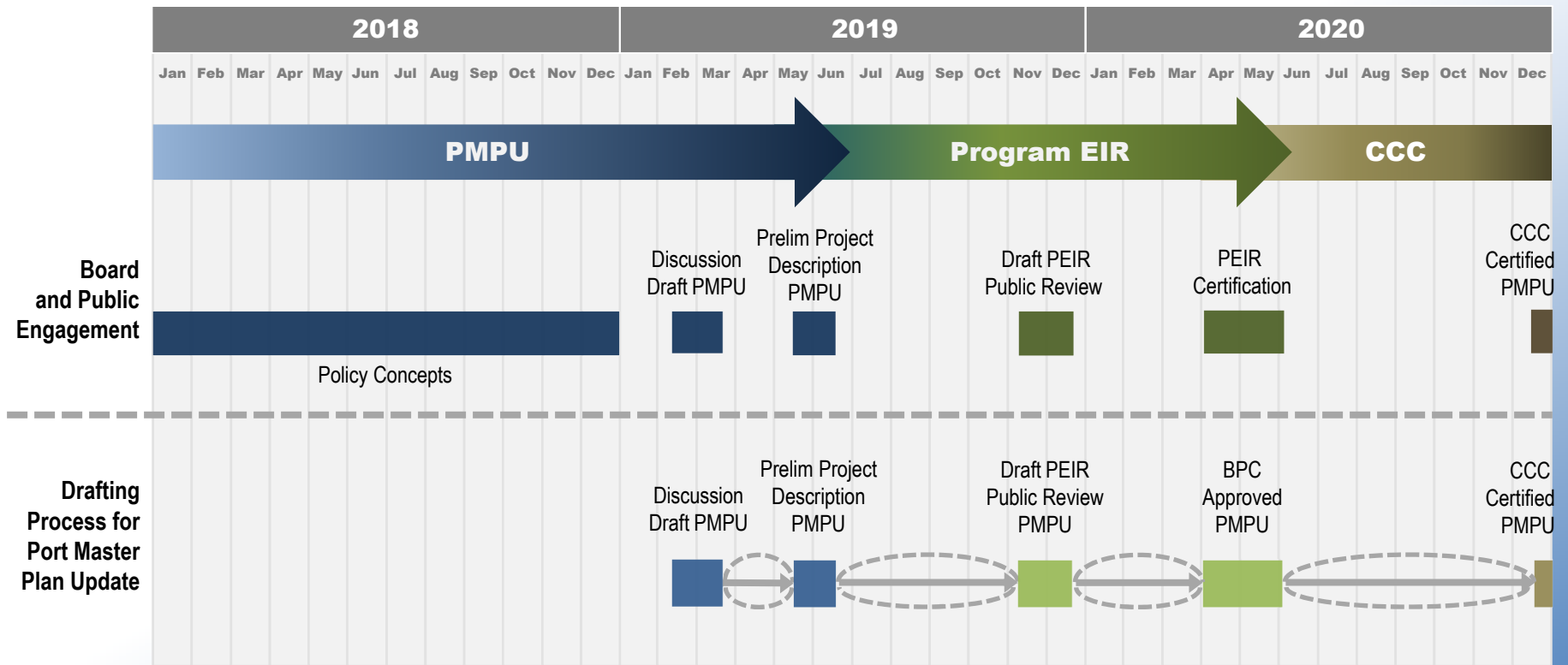
BPC Meeting: August 8, 2017 <ul style="list-style-type: none"> • Mobility Element Policy Concepts • Natural Resources Element Policy Concepts • Resiliency and Safety Element Policy Concepts • Economic Development Element Policy Concepts 	PUBLIC OPEN HOUSE EVENT August 10, 2017 6-8pm Port Administration Building	BPC Meeting: November 14, 2017 <ul style="list-style-type: none"> • Land and Water Use Element Policy Concepts • Coastal Access and Recreation Element Policy Concepts • Planning Districts 7-10 Policy Concepts & Land and Water Use Maps 	PUBLIC OPEN HOUSE EVENT November 15, 2017 6-8pm Port Administration Building	BPC Meeting: December 5, 2017 <ul style="list-style-type: none"> • Planning Districts 4 & 5 Policy Concepts & Land and Water Use Maps 	Special BPC Meeting: December 12, 2017 <ul style="list-style-type: none"> • Planning Districts 6, 1 & 2 Policy Concepts & Land and Water Use Maps 	Special BPC Meeting: March 28, 2018 <ul style="list-style-type: none"> • Planning District 3 Policy Concepts & Land and Water Use Map 	BPC Meetings: June-Dec 2018 <ul style="list-style-type: none"> • Additional Policy Topic Discussions 	PUBLIC OPEN HOUSE EVENT TBD
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Ongoing Stakeholder and Agency Involvement

5/16/2018

Integrated Planning: Port Master Plan Update

Drafting Process



5/16/2018

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