

## CALIFORNIA COASTAL COMMISSION

SAN DIEGO AREA  
7575 METROPOLITAN DRIVE, SUITE 103  
SAN DIEGO, CA 92108-4421  
767-2370

RECORD PACKET COPY

**Thu 10d**

Filed: March 18, 2003  
49th Day: May 7, 2003  
180th Day: September 15, 2003  
Staff: DL-SD  
Staff Report: May 13, 2003  
Hearing Date: June 11-13, 2003

REGULAR CALENDAR  
STAFF REPORT AND PRELIMINARY RECOMMENDATION

Application No.: 6-03-32

Applicant: San Diego Regional Airport Authority      Agent: Theodore Anasis

Description: Installation of three 26 ½ foot high airport identification monument signs and one 19 ½ foot high signs. Two will be installed at the Terminal 1 entrance, and one each will be installed at the entrances to Terminal 2 and the Commuter Terminal.

Site: Along North Harbor Drive (San Diego International Airport), San Diego County. APN 760-039-32.

Substantive File Documents: City of San Diego Certified LCP; San Diego Unified Port District General Tenant Signage Guidelines.

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STAFF NOTES:

Summary of Staff's Preliminary Recommendation: Staff is recommending approval of the proposed signage. Although multiple tall monument signs are discouraged within the coastal zone due to concerns with visual clutter and view blockage, the proposed project represents a unique situation. The airport street frontage where the signs will be located is over a mile long, and Harbor Drive currently contains a proliferation of airport directional traffic signage of the type that the Commission has not typically regulated, thus, four signs spread out over a mile will not result in a substantial increase in the amount of signage in the area. The signs will be located on the inland side of Harbor Drive, where there are no Bay or scenic views. Thus, in this particular case, no significant impacts to coastal resources will result.

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I. PRELIMINARY STAFF RECOMMENDATION:

The staff recommends the Commission adopt the following resolution:

**MOTION:**     *I move that the Commission approve Coastal Development Permit No. 6-03-32 pursuant to the staff recommendation.*

**STAFF RECOMMENDATION OF APPROVAL:**

Staff recommends a YES vote. Passage of this motion will result in approval of the permit as conditioned and adoption of the following resolution and findings. The motion passes only by affirmative vote of a majority of the Commissioners present.

**RESOLUTION TO APPROVE THE PERMIT:**

The Commission hereby approves a coastal development permit for the proposed development and adopts the findings set forth below on grounds that the development as conditioned will be in conformity with the policies of Chapter 3 of the Coastal Act and will not prejudice the ability of the local government having jurisdiction over the area to prepare a Local Coastal Program conforming to the provisions of Chapter 3. Approval of the permit complies with the California Environmental Quality Act because either 1) feasible mitigation measures and/or alternatives have been incorporated to substantially lessen any significant adverse effects of the development on the environment, or 2) there are no further feasible mitigation measures or alternatives that would substantially lessen any significant adverse impacts of the development on the environment.

II. Standard Conditions.

See attached page.

III. Findings and Declarations.

The Commission finds and declares as follows:

1. Detailed Project Description. The proposed project is installation of a total of four airport identification monument signs at the San Diego International Airport (Lindbergh Field). All of the signs would be located in existing landscaped corners on the inland side of Harbor Drive and the intersection to the various airport terminals. The first sign would be located at the entrance to the Commuter Terminal. The sign would consist of a 19' 6" high, 3' 6" wide tower labeled "San Diego", with two additional sign wings on either side with additional identification text (see Exhibits #\* and #\*). The second two signs would be located on both sides of the Harbor Drive/Harbor Island Drive intersection entrance to Terminal 1. These signs would each consist of a 26' 6" high, 4' 9" wide tower with one sign wing (see Exhibits #\* and #\*). The fourth sign would be the same design, located at the entrance to Terminal 2 (see Exhibits #\* and #\*).

The San Diego International Airport was previously under the coastal permit jurisdiction of the Port of San Diego. However, AB 93 (Wayne) and SB 1896 (Peace) transferred authority over airport property to the newly created Airport Authority in January 2003.

Thus, the airport is now within the Commission's permit jurisdiction, and Chapter 3 is the standard of review.

2. Visual Resources. Section 30251 of the Act states, in part:

The 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...

The subject signs would be located adjacent to Harbor Drive, a major coastal access route. The installation of signage in the coastal zone raises a concern with regard to their potential adverse impacts on public views toward or along the ocean as well as on visual resources. The proliferation of signage along major coastal access routes can create a "cluttered look" and detract from the scenic quality of nearshore areas in the coastal zone. For this reason, in prior permit actions, the Commission has required that signs be sited and designed in a manner that is visually compatible with the area in which the sign is located.

Most of the certified LCP's in the County of San Diego (e.g., Carlsbad, Coronado, Encinitas, Imperial Beach, San Diego [[I didn't think there was a certified SD County LCP]]) limit freestanding, monument signs to 8-12 feet in height, with some exceptions up to as high as 15 feet for multi-tenants signs or freeway oriented signs. Signage guidelines for the Port District permit monument signs up to 6 feet in height, although the Board of Port Commissioners can approve signs at variance with those guidelines.

Historically, the Commission has attempted to maintain and enhance public views on major coastal access routes by, among other means, minimizing the proliferation of tall freestanding signs. This has been achieved both through the prohibition of such signs in new development, and the abatement of existing pole signs when properties are redeveloped or expanded. In numerous prior actions on permit applications for signs throughout the coastal zone in San Diego, the Commission has found that monument signs are consistent with the visual resource protection policies of the Coastal Act as long as they do not exceed a height of eight feet. The Commission has permitted signs over eight feet in height for directional signs that include directions for motorists to various locations within an existing facility, or, on occasion, for one multi-tenant sign that applies to a large site.

However, the proposed project is unique in several ways. Unlike a typical individual project site or even a multi-tenant shopping center, the project site is on an International Airport with frontage along Harbor Drive over a mile long. Spreading out four signs over a mile will not result in a "clutter" of signage in any one location. Harbor Drive currently contains a number of large airport directional traffic signage of the type that the Commission has not typically asserted jurisdiction over. As a result, although it seems highly unlikely that residents or visitors to San Diego currently have trouble locating the

airport, the proposed signs will not represent a substantial increase in the amount of signage in the area.

Additionally, the signs will not block any existing public views. They will be located on the inland side of Harbor Drive, where there are no Bay or scenic views. There are existing tall palm trees in the landscaping in and around each of the proposed signs which will reduce the visual prominence of the signs, and at the Terminal 1 entrance, where two signs are proposed, there is an existing roadway flyover that contributes to the generally busy mélange of the visual setting on Harbor Drive.

In summary, although the proposed tall monument signs represent a substantial departure from the signage typically permitted in the coastal zone, they will be located on a unique large public facility, (the only International Airport in San Diego County), the site is spread out over a mile-long stretch of street frontage, in an area where there is already a large number of prominent existing signage. The proposed signs will not block any public or scenic views, or degrade the visual quality of the area. Thus, in this particular case, approval of the proposed signs will not represent an adverse precedence for other signage in the coastal zone. Therefore, the proposed project is consistent with Section 30251 of the Coastal Act.

3. Local Coastal Planning. Section 30604(a) also requires that a coastal development permit shall be issued only if the Commission finds that the permitted development will not prejudice the ability of the local government to prepare a Local Coastal Program (LCP) in conformity with the provisions of Chapter 3 of the Coastal Act. In this case, such a finding can be made.

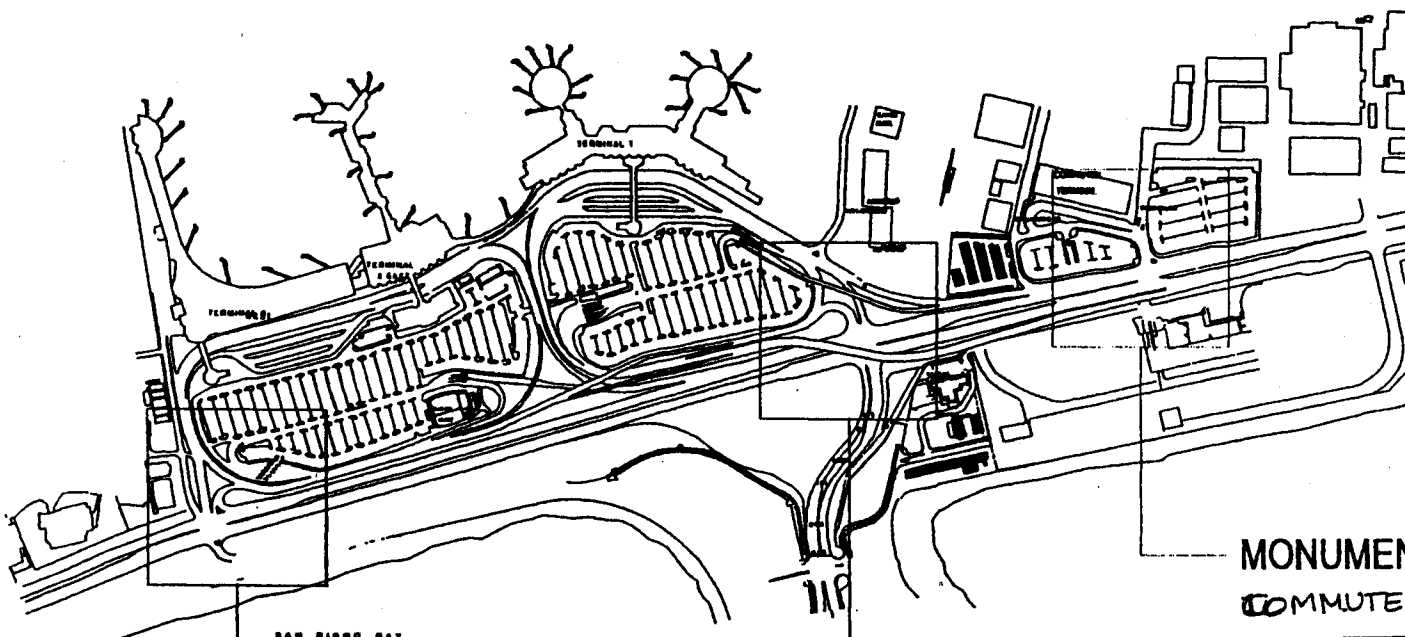
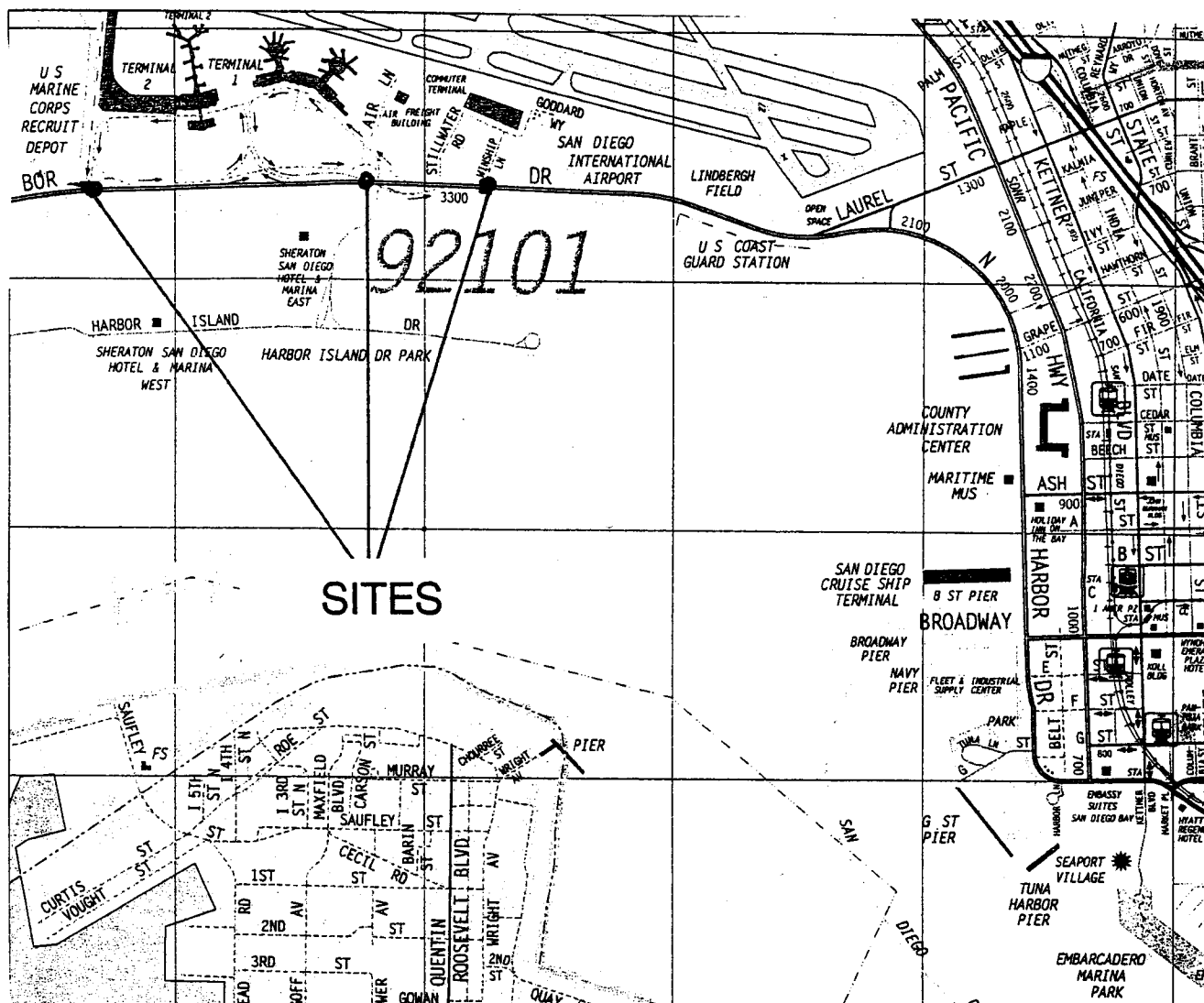
The San Diego International Airport was previously under the coastal permit jurisdiction of the Port of San Diego and the standard of review for coastal development permits was the certified Port Master Plan. However, legislation which took effect in January 2003 transferred authority over airport property to the newly created Airport Authority. Thus, the airport is now within the Commission's permit jurisdiction. Although the Airport is not anticipated to be subject to a LCP, approval of this project would not prejudice the preparation of a LCP consistent with the requirements of Chapter 3. As discussed above, the proposed project is consistent with Chapter 3, including the visual protection policies of the Coastal Act.

4. Consistency with the California Environmental Quality Act (CEQA). Section 13096 of the Commission's Code of Regulations requires Commission approval of Coastal Development Permits to be supported by a finding showing the permit, to be consistent with any applicable requirements of the California Environmental Quality Act (CEQA). Section 21080.5(d)(2)(A) of CEQA prohibits a proposed development from being approved if there are feasible alternatives or feasible mitigation measures available which would substantially lessen any significant adverse effect which the activity may have on the environment.

As discussed herein, the proposed project will not cause significant adverse impacts to the environment. Specifically, the project has been found consistent with the visual resource policies of the Coastal Act. There are no feasible alternatives or mitigation measures available which would substantially lessen any significant adverse impact which the activity might have on the environment. Therefore, the Commission finds that the proposed project is the least environmentally damaging feasible alternative and is consistent with the requirements of the Coastal Act to conform to CEQA.

STANDARD CONDITIONS:

1. Notice of Receipt and Acknowledgment. The permit is not valid and development shall not commence until a copy of the permit, signed by the permittee or authorized agent, acknowledging receipt of the permit and acceptance of the terms and conditions, is returned to the Commission office.
2. Expiration. If development has not commenced, the permit will expire two years from the date on which the Commission voted on the application. Development shall be pursued in a diligent manner and completed in a reasonable period of time. Application for extension of the permit must be made prior to the expiration date.
3. Interpretation. Any questions of intent or interpretation of any condition will be resolved by the Executive Director or the Commission.
4. Assignment. The permit may be assigned to any qualified person, provided assignee files with the Commission an affidavit accepting all terms and conditions of the permit.
5. Terms and Conditions Run with the Land. These terms and conditions shall be perpetual, and it is the intention of the Commission and the permittee to bind all future owners and possessors of the subject property to the terms and conditions.



MONUMENT SIGN - 4  
COMMUTER TERMINAL

MONUMENT SIGN  
TERMINAL 2

MONUMENT SIGN  
TERMINAL 1  
(2 SIGNS)

|                               |
|-------------------------------|
| EXHIBIT NO. 1                 |
| APPLICATION                   |
| 6-03-32                       |
| Location Map &                |
| Site Plan                     |
| California Coastal Commission |

POURED IN PLACE  
POST BASE

REAR ELEVATION

1/

POURED IN PLACE  
SUPPORT BASE

19'-10 3/8"

3'-4"

3'-6"

10'-6 3/8"

1'-3 1/4"

7 3/8"

LOGO T.B.D.

FABRICATED DIMENSIONAL  
LETTERS PINNED OFF  
STRUCTURE

FABRICATED METAL MONUMENT  
STRUCTURE

FABRICATED CABINET WITH  
1/2" BRUSHED STAINLESS STEEL  
DIMENSIONAL LETTERS

FABRICATED CABINET WITH  
1/2" DIMENSIONAL BRUSHED  
STAINLESS STEEL LETTERS

FABRICATED METAL  
MONUMENT STRUCTURE

19'-6"

3'-0" 8 5/8"

9'-4"

6'-4" 3'-6" 6 7/8" 1'-0"

San Diego County  
Regional Airport Authority  
Administration

3225

International  
Airport

PAINTED ROUND  
POST W/ REVEAL  
DETAIL TO ATTACH  
TO FABRICATED  
CABINET

3'-6 3/4" 4" 1" 5'-8 1/4"

International  
Airport



California Coastal Commission

Sign

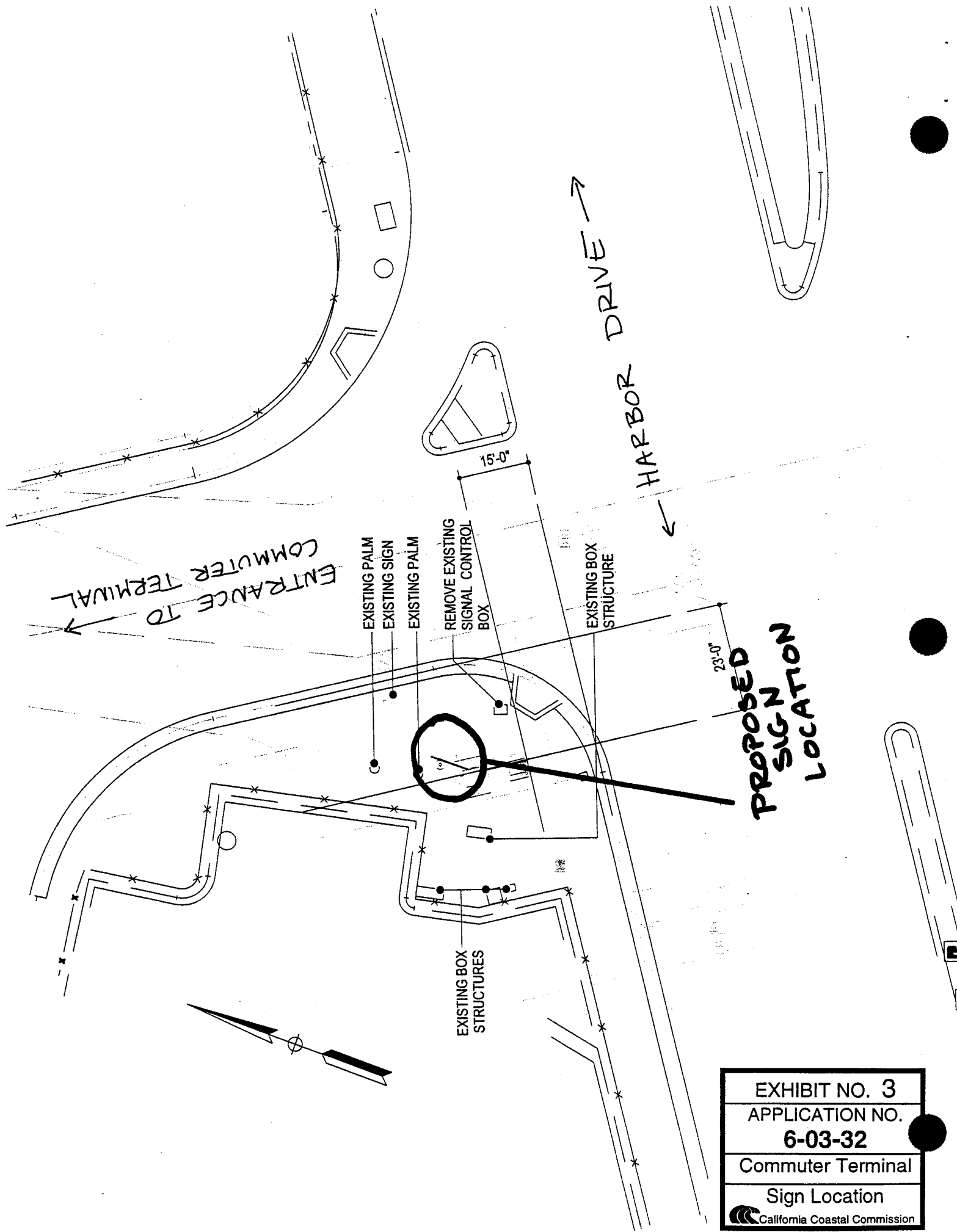
Commuter Terminal

6-03-32

APPLICATION NO.

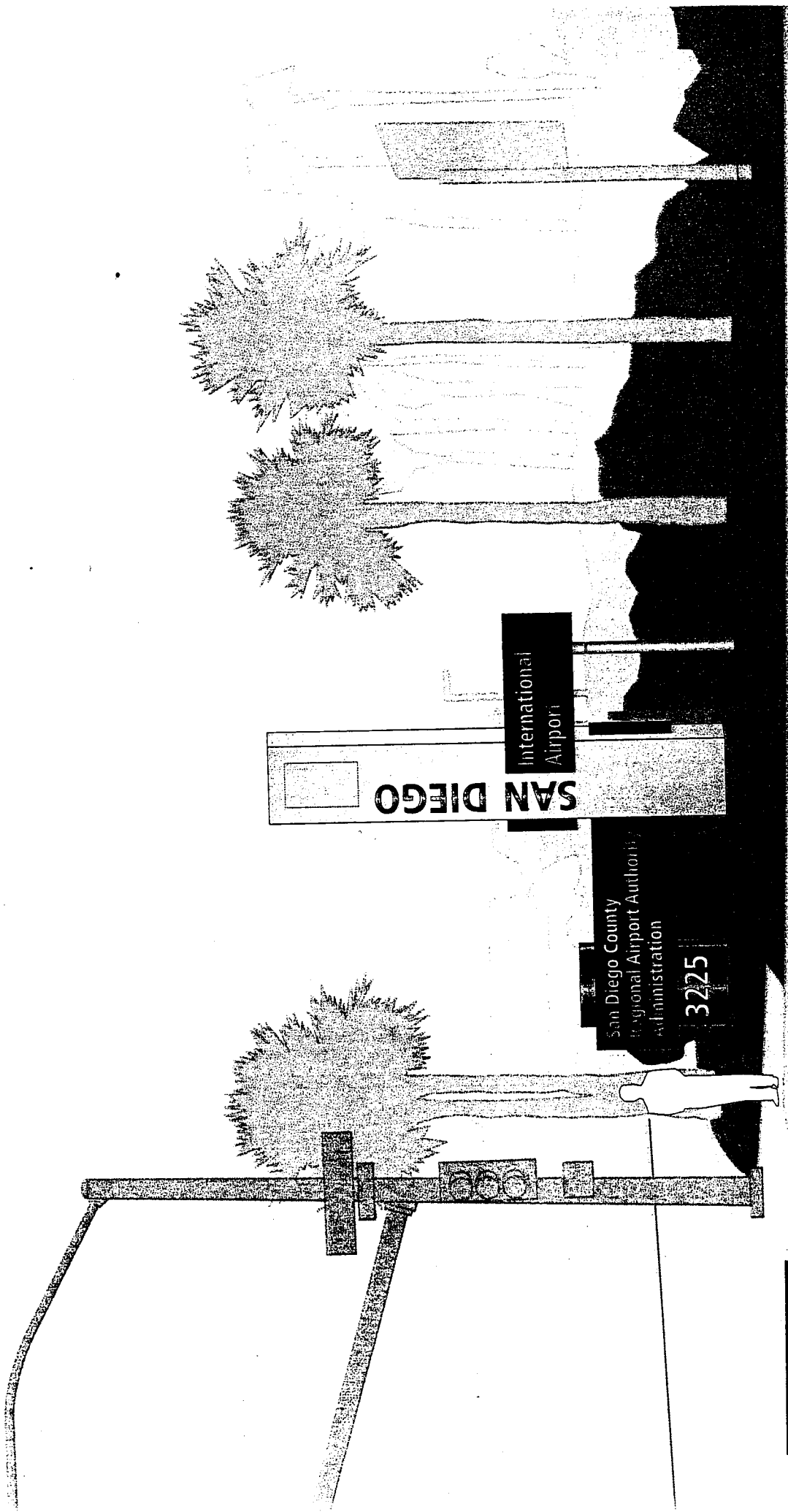
EXHIBIT NO. 2

|                                 |               |   |              |
|---------------------------------|---------------|---|--------------|
| San Diego International Airport | Monument Sign | Monument Sign 4-Commuter Terminal-Details | CIP:<br>Dist |
|---------------------------------|---------------|---|--------------|



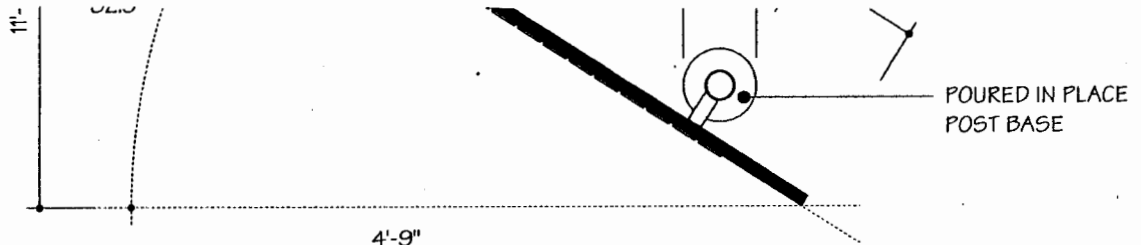
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| EXHIBIT NO. 3   |
| APPLICATION NO.   |
| <b>6-03-32</b>  |
| Commuter Terminal   |
| Sign Location   |
|  California Coastal Commission |





COMMUTER TERMINAL  
LOOKING EAST ON HARBOR DRIVE

|   |
|---|
| EXHIBIT NO. 4   |
| APPLICATION NO.   |
| 6-03-32   |
| Commuter Terminal   |
| Sign Rendering  |
|  California Coastal Commission |



3/4"  
1 1/2"

4'-9"  
1'-10 3/4"

LOGO T.B.D.

FABRICATED DIMENSIONAL  
LETTERS PINNED OFF  
STRUCTURE

FABRICATED METAL  
MONUMENT STRUCTURE

FABRICATED CABINET WITH  
1/2" BRUSHED STAINLESS STEEL  
LETTERS

10"  
9"  
8"

International  
Airport

SAN DIEGO

International  
Airport

5'-7 1/4"  
1 1/2"  
6'-3 1/4"

26'-6"

12'-0"  
7'-6"  
4'-6"  
1'-1"

## TERMINAL 1 AND 2 SIGNS

|                                   |                            |
|-----------------------------------|----------------------------|
| <br>California Coastal Commission | Sign                       |
|                                   | Terminal 1 & 2             |
|                                   | APPLICATION NO.<br>6-03-32 |
|                                   | EXHIBIT NO. 5              |

port

Monument Sign

Monument Signs 1,2 & 3-Term. 2 West, Term. 1-Details

CIP: LAC  
District Document Number: 4168



# County of San Diego

C. RONALD HICKS  
Director

DEPARTMENT OF GENERAL SERVICES  
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REAL ESTATE SERVICES  
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DOCUMENT SERVICES  
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May 9, 2003

California Coastal Commission  
San Diego Coast District  
7575 Metropolitan Drive, Suite 103  
San Diego, CA 92108-4402  
Attn: Diana Lilly

## **CAC WATERFRONT PARK - CDP APPLICATION NO. 6-03-007 ADDITIONAL PROJECT DATA - PARKING AND TRANSIT MANAGEMENT**

The attached information is submitted at your request to augment the current Coastal Development Permit application No. 6-03-007.

### **Final EIR Certification by the Board of Supervisors**

On May 6, 2003 the Board unanimously approved certification of the Waterfront Park FEIR. I will forward a copy of the Minute Order record of their action within the next 10 days.

### **Clarification of the Project Description not including the 36' Park expansion into Port lands**

The enclosed Project Synopsis is amended to remove reference to a proposed 36' westward expansion of the Park into the Harbor Drive right of way under Port of San Diego jurisdiction. The Embarcadero Alliance and the Port have not approved this Visionary Plan modification, as assumed at the time of the Draft EIR publication. The original project scope will remain in the FEIR for future documentation of Park expansion when all approvals are secured from the Port. This acknowledges your direction to eliminate references to Park expansion in the project description, which differs from our original strategy to approve the larger Park configuration contingent upon subsequent Port development permit approval.

The project as submitted to the Coastal Commission limits the Park development strictly within the County ownership boundary. However, the Park site plan does accommodate future widening of Pacific Highway, which has not been approved by the Board of Supervisors. We feel that the Commission's review of the project should benefit from this coordinated right of way planning as a good faith effort by the County. Acquisition of this right of way by CCDC will require future negotiations.

### **CAC On Site Parking Structure Management**

- CAC employees will park at no charge in the proposed Kettner/Cedar designated employee underground structure. Because parking in the two CAC on site underground structures may have a maximum time limit, currently at 2 hours and since the number of parking spaces is limited to 314 under managed parking, employees will be directed to park at the Kettner/Cedar site.

- Time guidelines for public parking are established by the mitigation monitoring program for the North Embarcadero Visionary Plan Final EIR. The CAC underground public parking spaces will allow longer than a 3 hour maximum parking time. A limit of 4 hours could be established to promote parking turnover and increase visitation to the CAC, the Waterfront Park and Embarcadero attractions. No determination has been made as to whether or not a parking fee will be charged.
- Cost of parking will be established at a future date by the Board of Supervisors. A guideline for parking fees will be based on; 1.) existing cost of street meter parking surrounding the CAC, 2.) charges for public parking in the existing south CAC lot. 3.) current market rates for public parking in the CAC vicinity, and 4.) parking fee adjustments accounting for increased maintenance, security and general operating expenses. Formal action by the Board of Supervisors on these issues will not occur until midpoint in project construction.

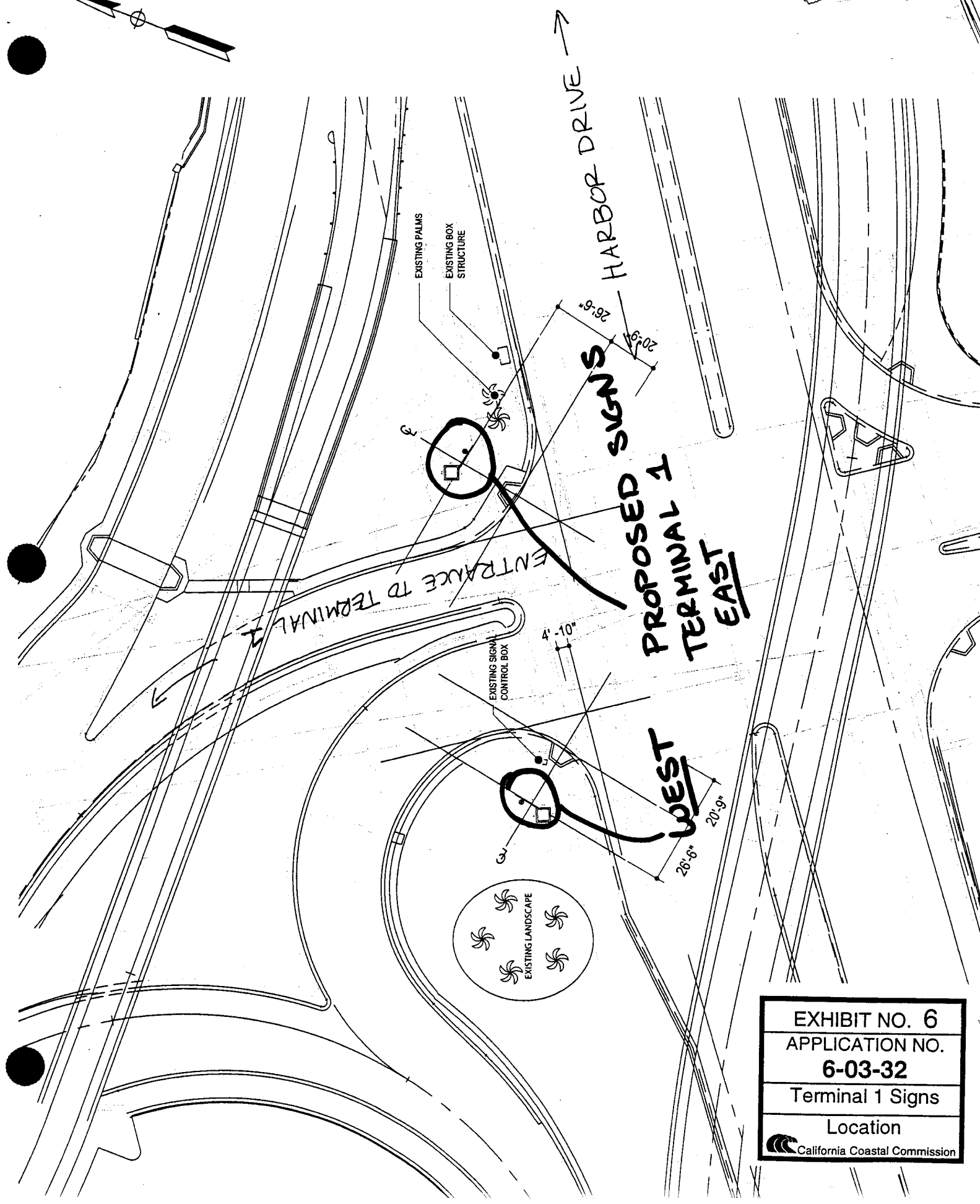
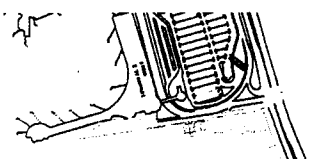
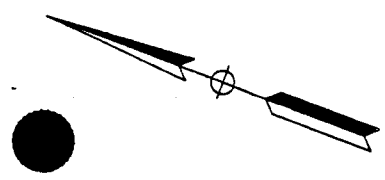
### **Travel Demand Management (TDM) Program**


Determination of the parking requirement for future Park and CAC use does not include a parking demand reduction calculation based on a TDM program. The FIER Parking Demand Study technical appendix provides an outline of possible TDM strategies that were not adopted as a part of FEIR certification.

The County is willing to investigate the introduction of a specific TDM parking reduction option that could provide trolley passes or stipends to CAC employees. The County does not currently fund a vanpool program because of the decentralized location of public and administrative facilities. The County has always encouraged carpooling and transit use at all facilities. The proposed CAC parking structures do include 10 employee carpool/vanpool stalls as a requirement of North Embarcadero Visionary Plan FEIR mitigation. The County currently provides public transportation reimbursement.

Thank you for continuing assistance with this application. Please call me at (858) 694-8834 with any questions.

JEFF REDLITZ, Project Manager  
Department of General Services



|   |
|---|
| EXHIBIT NO. 6   |
| APPLICATION NO.   |
| 6-03-32   |
| Terminal 1 Signs  |
| Location  |
|  California Coastal Commission |

TERMINAL 1  
WEST

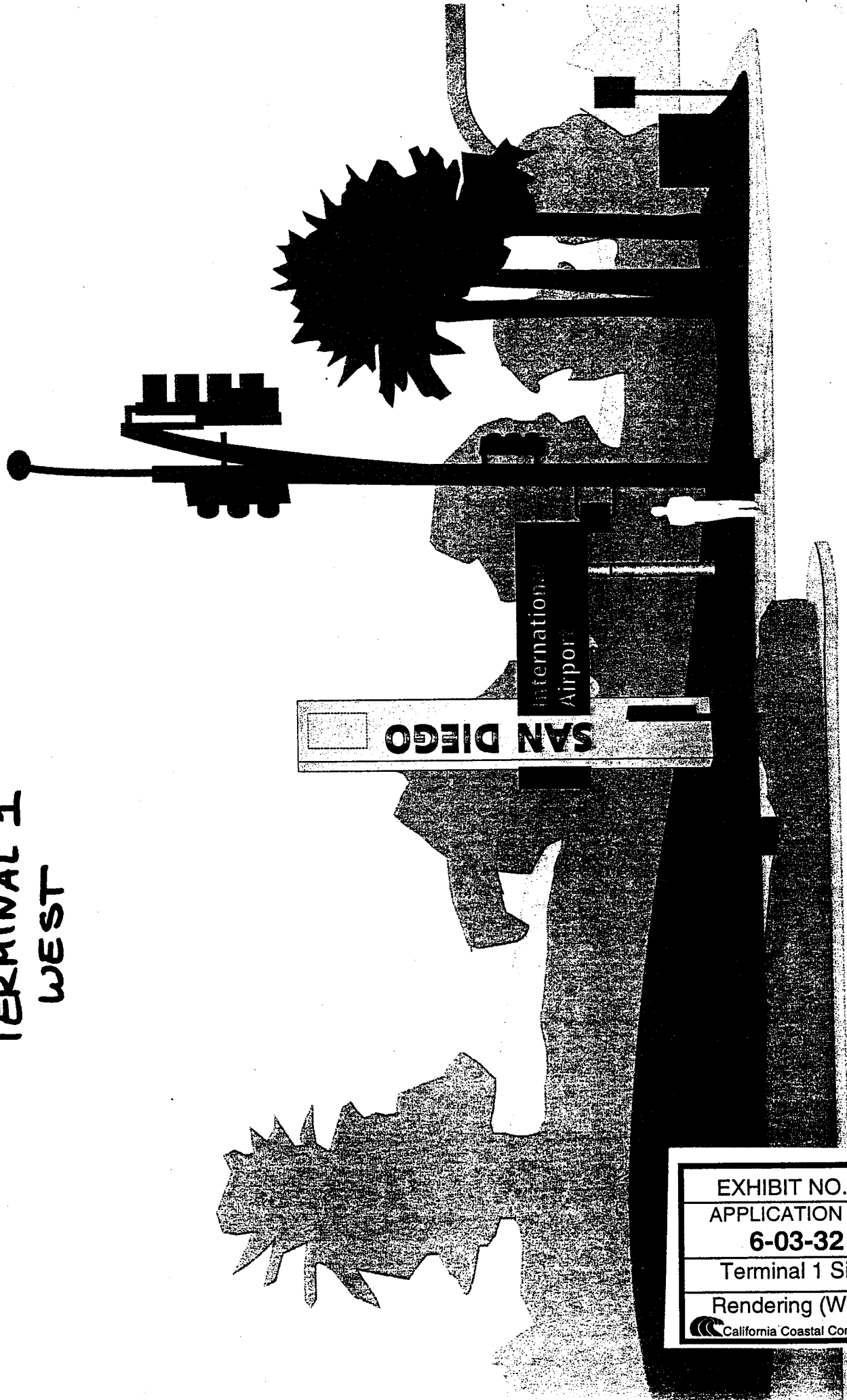


EXHIBIT NO. 7

APPLICATION NO.

6-03-32

Terminal 1 Sign

Rendering (West)



California Coastal Commission

TERMINAL 1  
EAST

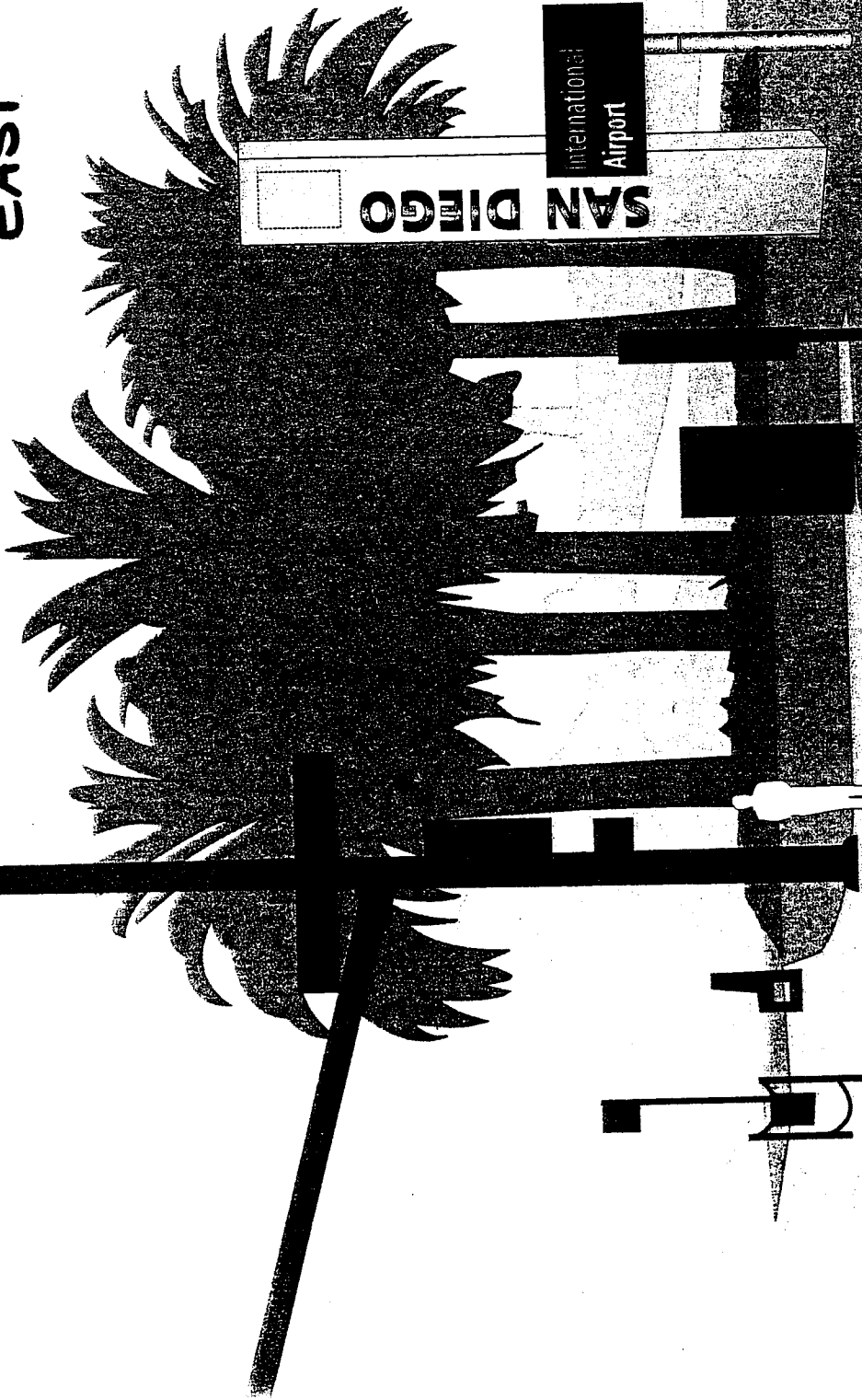



EXHIBIT NO. 8  
APPLICATION NO.  
**6-03-32**  
Terminal 1 Sign  
Rendering (East)



|   |
|---|
| EXHIBIT NO. 9   |
| APPLICATION NO.   |
| 6-03-32   |
| Terminal 2 Sign   |
| Location  |
|  California Coastal Commission |



TERMINAL 2

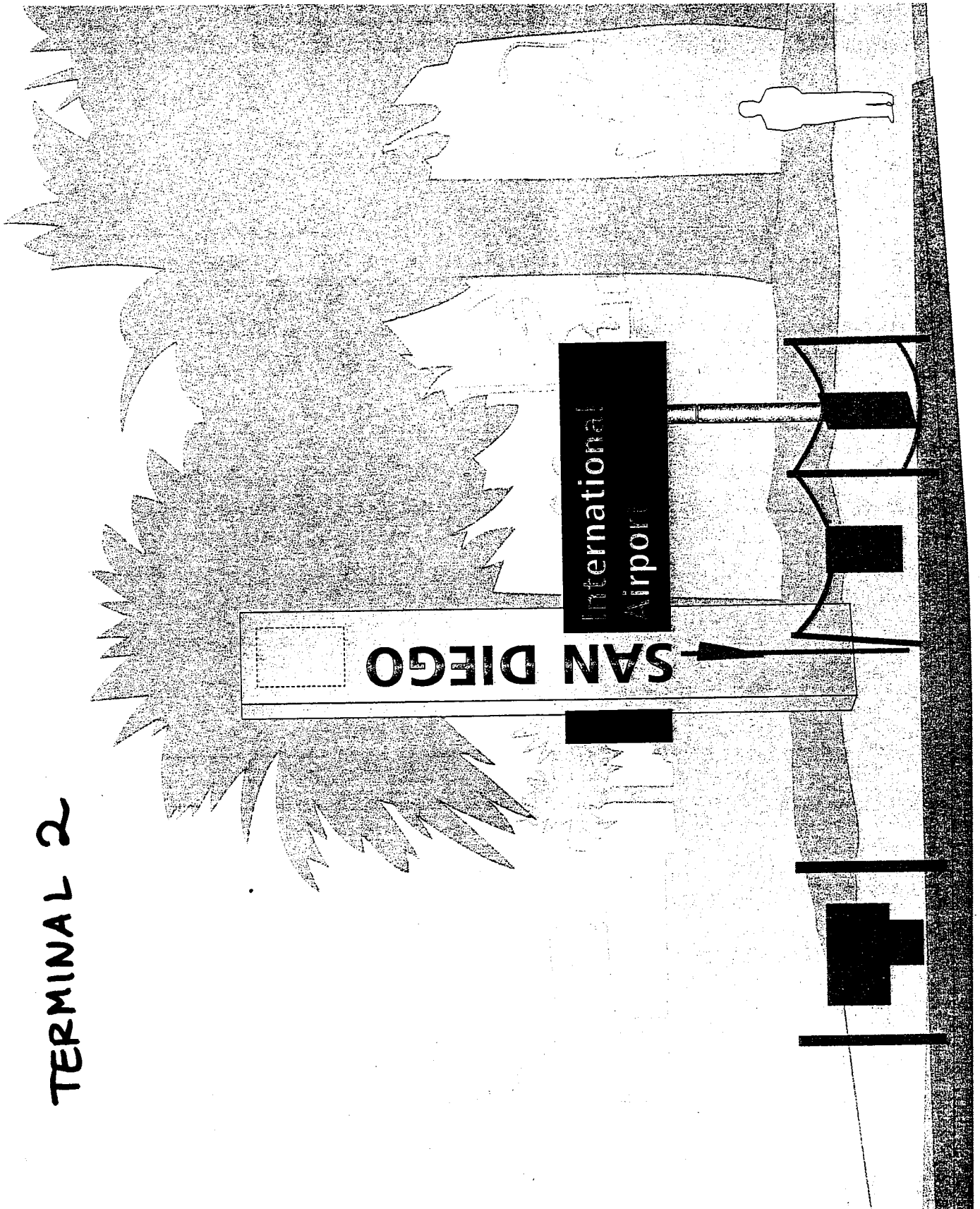



EXHIBIT NO. 10

APPLICATION NO.

6-03-32

Terminal 2 Sign

Rendering

 California Coastal Commission

