

**CALIFORNIA COASTAL COMMISSION**

SAN DIEGO AREA  
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# Th25d

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## Addendum

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October 8, 2013

To: Commissioners and Interested Persons

From: California Coastal Commission  
San Diego Staff

Subject: Addendum to **Item 25d**, Coastal Commission Port Master Plan  
Amendment 6-PSD-MAJ-45-13 (Convention Center Expansion III), for the  
Commission Meeting of October 10, 2013.

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Staff recommends the following changes be made to the above-referenced staff report:

1. On Page 4, under SUMMARY OF STAFF REPORT, the following shall be inserted after the first paragraph at the top of the page:

As a result of on-going discussions between Commission staff and the Port District, after the staff report was written, the Port amended its submittal to include most of the items listed in the original staff report on Pages 10-12 as "Potential Revisions to the PMPA." The revisions include slightly pulling back and angling the southwest corner of the proposed expansion to preserve some views of the water from the existing Park Boulevard pedestrian bridge. The proposed revision to the corner of the expanded building would result in an approximately 5,175 sq.ft. reduction in each of the proposed SDCC levels (ground, 2<sup>nd</sup>, 3<sup>rd</sup>, and roof). Also included is construction of a 1,900 sq.ft. public plaza next to the relocated water transit center; improving the existing pier for use as a public recreational viewpoint; removing the landscape mounds blocking water views next to the existing Hilton hotel tower; improving the proposed Park Boulevard corridor with additional landscaping, pedestrian scale furnishings and public art, including approximately 15,000 sq.ft. of visitor-serving uses such as retail, museums, and display cases on the bayward façade of the SDCC; revisions to the Convention Center Public Access Program (CCPAP) to include improvements in wayfinding; and incorporation of a "Public Realm Design Principles and Programming Plan" to describe and define how public use of the public spaces associated with the SDCC will be developed, including limitations on how often these areas can be reserved for private functions. The revised PMPA also includes language requiring that as a special condition of the Coastal Development Permit for the hotel expansion, the impacts to low-cost overnight accommodations be mitigated by developing or designating a fair-share of on-site or off-site lower cost visitor accommodations or payment of an in-lieu fee based on a study

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conducted by the Port District. The requirement is similar to the mitigation associated with the recent Lane Field Hotel project (CDP #A-6-PSD-08-004) and the Port's Shelter Island Hotel permit (Port CDP #2013-09). These revisions are described in greater detail in the original staff report, and have been incorporated into the text, graphics, and Public Access Programs of the revised PMPA submittal, attached as Exhibit #19.

These are noteworthy changes to the PMPA, and if implemented, would help address some of the negative elements in the existing site conditions, and some of the impacts associated with the current proposal. However, these changes alone do not adequately mitigate for the above-described serious impacts that would result from the PMPA—namely expanding the building towards the public accessway and shoreline, narrowing the public view corridor between the existing buildings, and eliminating the ground level waterfront park in favor of a rooftop park—all of which will further block, isolate, and privatize the tidelands.

In a letter dated October 7, 2013, and attached as Exhibit #20, the Port has suggested additional language that could be incorporated into the PMPA requiring the Port to submit written quarterly reports on utilization of the public spaces associated with the proposed expansion. However, the existing SDCC has been impeding public access to the shoreline and blocking views for 15 years, since the first SDCC expansion. Improved signage will help, but cannot resolve the basic problem that the SDCC is a huge building that physically and visually conceals the bay and Embarcadero Marina Park South, and is difficult for the public to get to, around, and over. The proposed expansion will further exacerbate the current conditions.

Only if the building expansion were to include new, significant measures to both attract people to the shoreline, and make it practical for them to get to the water and the existing and proposed public areas—such as construction of a new pedestrian bridge linking the SDCC to the City's active Gaslamp district—could the proposed PMPA meet the standards of the Coastal Act for protecting and preserving public access and recreation on public tidelands.



**SAN DIEGO UNIFIED PORT DISTRICT**  
Environmental and Land Use Management Department  
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**LETTER OF TRANSMITTAL**

**Hand Delivered**

Date: October 7, 2013

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

Subject: **Revised Port Master Plan Amendment Submittal** – Port Master Plan Amendment for San Diego Convention Center Phase III Expansion and Expansion Hotel Project (PMPA #45)

☐ For Your Review/Certification  
☐ For Your Approval  
☒ Per Your Request

☐ For Your Comment  
☒ For Your Records

Dear Diana,

Attached for your records and inclusion with your staff report are the following documents:

- 1) Revised PMPA text, including acreage tables, Planning District 3 text, Planning District 3 Precise Plan, and Planning District 3 Project List [*"notch" & revised low-cost language included*]
- 2) Revised South Embarcadero Public Access Program
- 3) Revised San Diego Convention Center Public Access Program [*"notch" included*]

If you have any comments/questions or need additional information, please call me at (619) 686-6469.

Thank you!

**SAN DIEGO UNIFIED PORT DISTRICT  
ENVIRONMENTAL AND LAND USE MANAGEMENT DEPARTMENT**

By: Lesley Mshihira  
Manager, Land Use Planning  
Environmental and Land Use Management

EXHIBIT NO. 19
Proposed PMPA
REVISED 10/7/13 California Coastal Commission

**13**

***San Diego Unified Port District  
Port Master Plan Amendment***

***DRAFT***

***Convention Center Phase III Expansion &  
Expansion Hotel Project***

***Existing/Proposed Plan  
Text and Graphics***

***May 2012  
Revised 10/7/13  
(includes "notch")***

***Note: Text to be deleted shown ~~stricken~~ and text to be added shown underlined.  
Text in italics is for clarification only and is not part of the Plan Amendment.***



**TABLE 4  
PORT MASTER PLAN  
LAND AND WATER USE ALLOCATION SUMMARY**

<u>LAND USE</u>	<u>ACRES</u>		<u>WATER USE</u>	<u>ACRES</u>	<u>ACRES</u>		<u>TOTAL</u>		<u>% OF TOTAL</u>
	Existing	Revised			Existing	Revised	Existing	Revised	
<b>COMMERCIAL</b>	<b>455.2</b>	<b>457.9</b>	<b>COMMERCIAL</b>	<b>388.6</b>	<b>843.8</b>	<b>846.5</b>		<b>15%</b>	
Marine Sales and Services	9.1		Marine Services Berthing	17.7					
Airport Related Commercial	38.0								
Commercial Fishing	8.3		Commercial Fishing Berthing	18.8					
Commercial Recreation	396.6	398.2	Recreational Boat Berthing	341.0					
Sportfishing	4.3		Sportfishing Berthing	11.1					
<b>INDUSTRIAL</b>	<b>1158.7</b>		<b>INDUSTRIAL</b>	<b>212.0</b>	<b>1370.7</b>			<b>24%</b>	
Aviation Related Industrial	152.9		Specialized Berthing	164.8					
Industrial Business Park	69.5		Terminal Berthing	47.2					
Marine Related Industrial	318.6								
Marine Terminal	149.6								
International Airport	468.1								
<b>PUBLIC RECREATION</b>	<b>409.5</b>	<b>407.5</b>	<b>PUBLIC RECREATION</b>	<b>681.3</b>	<b>4090.8</b>	<b>1088.8</b>		<b>19%</b>	
		<b>[413.7]*</b>				<b>[1095.0]*</b>			
Open Space	66.7	66.9	Open Bay/Water	681.3					
Park/Plaza	243.0	211.0							
		<b>[217.2]*</b>							
Golf Course	97.8								
Promenade	32.0	31.8							
<b>CONSERVATION</b>	<b>485.3</b>		<b>CONSERVATION</b>	<b>1084.6</b>	<b>1569.9</b>			<b>28%</b>	
Wetlands	375.8		Estuary	1084.6					
Habitat Replacement	109.5								
<b>PUBLIC FACILITIES</b>	<b>242.1</b>	<b>241.4</b>	<b>PUBLIC FACILITIES</b>	<b>387.9</b>	<b>630.0</b>	<b>629.3</b>		<b>11%</b>	
Harbor Services	2.6		Harbor Services	10.5					
City Pump Station	0.4		Boat Navigation Corridor	274.3					
Streets	239.1	238.4	Boat Anchorage	25.0					
			Ship Navigation Corridor	53.9					
			Ship Anchorage	24.2					
<b>MILITARY</b>	<b>25.9</b>		<b>MILITARY</b>	<b>125.6</b>	<b>151.5</b>			<b>3%</b>	
Navy Fleet School	25.9		Navy Small Craft Berthing	6.2					
			Navy Ship Berthing	119.4					
<b>TOTAL LAND AREA</b>	<b>2776.7</b>		<b>TOTAL WATER AREA</b>	<b>2880.0</b>					
<b>MASTER PLAN LAND AND WATER ACREAGE TOTAL</b>					<b>5656.7**</b>			<b>100%</b>	

\* Includes 6.3 acres of rooftop park/plaza & inclined walkway

\*\* does not include 6.3 acres of rooftop park/plaza & inclined walkway

Draft

## **CENTRE CITY EMBARCADERO: PLANNING DISTRICT 3**

### ***Introduction***

The Embarcadero of San Diego is the downtown waterfront area for an urban region of over 2.7 million people. The pierside maritime activities of commercial fishing boats, merchant ships, Navy vessels and pleasure craft contribute to the fabric of the Embarcadero. Planning District 3 covers all of the Port District waterfront from the U.S. Coast Guard Air Station to the Tenth Avenue Marine Terminal. From Laurel Street to Market, Port land boundaries follow parallel to the shoreline and extend easterly to Pacific Highway, except for two major land blocks; the five-block-long property of the County of San Diego's Administrative Center and the four-block-long property of the U.S. Navy's Commander, Naval Base San Diego and Naval Supply Center. The owners of both of these properties have proposed extensive renovation and redevelopment plans, which include commercial recreation, county government's administration, and U.S. Navy uses.

In order to coordinate the redevelopment of this area and adjoining agency properties, an alliance was formed to develop a single, comprehensive plan. The North Embarcadero Alliance includes the Port District, City of San Diego, County of San Diego, Centre City Development Corporation, and the U.S. Navy. The Alliance developed a Visionary Plan in 1998 to guide the redevelopment of the contiguous properties. The specific recommendations of the Visionary Plan that pertain to Port District land and water areas within the Planning District 3 Precise Plan area are incorporated into the Master Plan. All other recommendations of the Visionary Plan guide development within Planning District 3.

### **Precise Plan Concept**

The basic concept of the redevelopment of the Embarcadero is to create a unified waterfront, both visually and physically, which

creates an overall sense of place. In this concept, the Embarcadero becomes a pedestrian spine along which commercial and recreational activities are located. In order to emphasize the pedestrian oriented waterfront experience, through traffic is routed to Pacific Highway, and considerable effort is directed toward improving the amenities and people spaces of the public thoroughfare along North Harbor Drive. Industrial uses adjacent to the airport are renovated and retained as important employment centers and as airport buffer land use activities. The renovation of marine terminal facilities will retain the active use of deep draft berthing and continue carefully selected functions of a working port. The commercial fishing industry is given a major focus at several locations with the development of new piers and a mooring basin. A major hotel and commercial complex with recreational facilities is proposed to connect and enhance nearby portions of downtown.

The Embarcadero is intensively used by many people. With the mixture of activities going on here, it is important to emphasize that several activities may occur at the same location, depending on a scheduling overlap to accommodate all of them. For example, Broadway Pier may be used at different times for tuna fleet berthing, cruise ship berthing, excursion or ferry boat berthing, public access, passive recreation, and commercial recreation. The redefined Specialized Berthing designation applies to this precise plan area only, and may include marine-related uses such as transient and general berthing of small boats, historic ship berthing, ferry or excursion boat berthing, and commercial fishing boat berthing as the highest priority use. The designation carried on the Precise Plan indicates the primary use but secondary uses may occur. This is particularly true of water areas and of public access, which may be available at other sites than those mentioned.

### **Land and Water Use Allocations**

The Precise Plan allocates a balanced distribution of commercial, industrial, public recreation and public facility uses in this 434- acre planning area. More detailed allocations are indicated in the Land and Water Use Table 10,

and use areas are graphically portrayed on the **Precise Plan Map**.

### **Centre City Embarcadero Planning Subareas**

The Planning District has been divided into six subareas as shown in **Figure 12**.

The North Embarcadero Alliance Visionary Plan area includes all of Subareas 31, 32, 33, and part of Subarea 34. The Visionary Plan proposes to revitalize San Diego's downtown waterfront through a concept for public improvements and by guiding development to optimize property values, public access opportunities and priority waterfront and water-dependent uses. The Plan recommends a substantial linear esplanade park on the urban waterfront with public art, street furniture, public spaces, expansive Bay views and public parking. The Plan proposes two major parks and plazas at the County Building and the foot of Broadway, and includes recreational piers and associated public facilities, harbor excursion landings and water-related commercial uses on Port tidelands. General commercial, residential, and commuter traffic would utilize an enhanced Pacific Highway grand boulevard, while North Harbor Drive would serve waterfront public access, water-dependent, and Embarcadero commercial recreational uses. An extension of the downtown San Diego small-block street grid across the railroad right-of-way, off Port lands, to the Bay would enhance public views and pedestrian access opportunities from upland areas (See *Visionary Plan Figure 3.1 for illustrative plan of the area*). Aboveground parking structures which are visible at the perimeter of a development should be limited to a maximum of six levels of parking or 60 feet above grade. (See *Visionary Plan - p.79*) North Harbor Drive, Broadway, Ash Street, and Grape Street are envisioned as active pedestrian linkages to the Bay from upland areas. Building frontage adjacent to these streets shall be developed with uses that promote pedestrian activity and public oriented uses. On other streets, ground-level facades shall maximize the sense of contact between indoor and outdoor activities. (See *Visionary Plan - pp.67, 68.*)

### **Laurel Street Corridor**

The established aviation related industrial use in this subarea, subsequent to renovation and beautification of the physical plant, is anticipated to continue in operation; however, if such use is discontinued, the Visionary Plan proposes the extension of vehicle and pedestrian access, parking, service access, and view corridors along extensions of Kalmia, Juniper, and Ivy streets through this parcel to North Harbor Drive. Building height limits of 60 feet are proposed for this area; however, this height limit would be superseded by any more-stringent FAA runway approach zone restrictions. (See *Visionary Plan Figures 4.5, 4.10, 4.11, and 4.12.*) Grape and Hawthorn Streets, Pacific Highway and North Harbor Drive from Laurel Street to Hawthorn Street will be modified to accommodate traffic flow and with streetscape improvements to match the balance of the streets through Subareas 31-34. Geometric improvements to direct traffic flow from North Harbor Drive to Pacific Highway will be made at the Grape Street intersections with these roadways. The block between Hawthorn, Grape, Pacific Highway and North Harbor Drive (2.3 acres) will remain in commercial recreation use with some landscape improvements or possible parking facility development. The landscaped triangle at Laurel and North Harbor Drive is shown on the Plan as Open Space.

### **Crescent Zone**

The most important element influencing design in the Crescent Zone is the curvilinear form of the waterfront. Dramatic panoramic views can be realized at either vehicular or pedestrian speeds. The Port Master Plan capitalizes on this attribute to establish a grand pedestrian-oriented esplanade (no less than 100-feet wide) and major entryway into the Centre City district from Grape Street to Broadway. The promenade connects with the North Harbor Drive bicycle path to provide a continuous pedestrian/bicycle path from Navy Estuary to Fifth Avenue, a distance of four miles. Pacific Highway streetscape improvements would continue through this subarea. An esplanade at least 25-feet wide, bayward of Harbor Drive, will be added from Laurel Street to Grape Street. North Harbor Drive will be narrowed to three lanes to reduce through traffic.

The unused right-of-way will be developed with landscaped promenades, parks and plazas. Along the water's edge the concrete pathway will continue its present use as both pedestrian promenade and service area for commercial fishing boats tied up along the Crescent Zone bulkhead. Four public viewing/vista points would be spaced along the Crescent shoreline.

The waterfront between Grape Street and Ash Street will be used for Ship Anchorage, Boat Navigation Corridor, and Specialized Berthing. The three existing piers no longer function or are needed as commercial fishing berthing or fuel pier; therefore they will be replaced with a 30,000 square-foot curvilinear pier at Grape Street, with a 12,000-square-foot public boat dock designated as Park Plaza. The waterside termination of this pier is designated as Commercial Recreation to allow possible development of a commercial facility. Wave attenuation structures would protect the boat docks. A 5,000-square-foot parcel with a maximum 10,000-square-foot floor area designated as Commercial Recreation will provide for a major restaurant or other commercial recreation use on the esplanade at the foot of the Grape Street Pier. Development density with a Floor Area Ratio (FAR) of 3.0 and a building height limit of 12 feet is prescribed for this area, with the exceptions of the proposed commercial recreation parcel where a 13-foot high second story would be allowed. Building setbacks along the inland side of North Harbor Drive for upper stories shall be 25-foot minimum at 50 feet along the inland side of North Harbor Drive and 15-foot on east-west streets. (See *Visionary Plan Figures 4.4, 4.5 and 4.8*) Commercial Fishing Berthing has been allocated to the Crescent water interface (18.6 acres) as the highest priority use; however, this water is also used for transient berthing and occasional general berthing for small boats. The boat channel area just offshore is also used for temporary anchorage for small boats; therefore, the designation is changed to Specialized Berthing, which includes these uses within this precise plan area only.

Anchorage A-3, Laurel Street Roadstead Anchorage, is sheltered from the open sea but is located in both the most visible and the widest part of northern San Diego Bay. Approximately 20.6 acres of water area is allocated to

accommodate about 50 vessels on swing point mooring buoys. Onshore, a public rest room, three dinghy floats and connecting shore ramps provide for the landing needs of the anchorage user. As a federally designated anchorage, the boundaries are shown on coastal charts and identified on site by boundary markers. Administration of the anchorage is exercised by the Port District, pursuant to local ordinance. Thirty to forty percent of the moorings are to be set aside for short-term use by cruising or transient vessels. Section III, Water Based Transportation system, contains information on the baywide small craft anchoring system.

### Civic Zone

The zone of highest activity is the Civic Zone from Ash Street to Broadway. This zone reflects its waterfront orientation, with operating piers extending into the bay, Navy facilities, commercial fishing activity, and historic sailing vessels. Its physical relationship to Centre City attracts large numbers of people and the future development of both areas is integrated by the Visionary Plan.

Significant redevelopment is recommended for the Civic Zone. The landscaped esplanade and streetscape improvements mentioned in the Crescent Zone will be continued along North Harbor Drive and Pacific Highway through the Civic Zone. North Harbor Drive will be reduced by narrowing to three lanes. Parking areas along the street will be interspersed with landscaping, vertical elements used to frame and enhance views, and lawn areas. (See *Visionary Plan Fig. 5.3*)

The esplanade expands into plazas at Beech and Ash Streets, B Street Pier, and Broadway Pier. These plazas will be designed to provide open space, sitting and strolling areas for tourists and nearby workers, and to increase the sense of destination for Embarcadero visitors.

Passive green spaces (parks) are proposed between the plazas on the esplanade, providing recreational opportunities and places for people to relax, play, and enjoy Bay views. The promenade is a continuous 25-foot-wide paved area adjacent to the water's edge. The wharf side remains clear of objects or furnishings that

would block Bay views. A delicate string of lights, a planting area with tall palms, and a 10-foot-wide bike path border the landward side of the promenade (See Figure 5.3 of the Visionary Plan).

The most important element in this zone is the conversion of the old Lane Field site and Navy Engineering building into a new complex of buildings and open spaces. Primary consideration is a 600-to-800-room hotel. The intent of the plan is to retain flexibility for considering a wide array of development options. The concept includes possible multiple utilization of activities that could provide for commercial recreation; international trade, travel and cultural complexes; commercial and office space for maritime business; support facilities related to the Port; and subject to negotiation with the U.S. Navy, the provision of equal or better building space for the relocation of the Naval Facilities Engineering Command. The FAR for Lane Field parcel is 7.0 and 6.5, while building height limits range from 400 feet to 200 feet sloping toward the Bay. Special setback requirements along the Broadway side of this parcel range from 55 feet to 65 feet, widening toward the Bay (See Figure 4.7 of the Visionary Plan, which also illustrates the special radius setback on North Harbor Drive/ Broadway SW corner). Stepbacks for upper stories are 25-foot minimum at 50-foot building height except for the B Street side of the parcel and on other east-west streets where they are 15 feet. There are no setback requirements along Pacific Highway. (See Visionary Plan Figures 4.5, 4.6, 4.7 and 4.8.)

The Visionary Plan proposes public right-of-ways aligned with existing downtown streets through development parcels, including Lane Field. These right-of-ways include pedestrian and vehicle traffic, view corridors, parking and service access. The right-of-ways shall be a minimum of 80-foot-wide with the character of a public street, and would enhance the physical and visual access to the Bay. The C Street segment through Lane Field may vary in alignment with existing street up to 20 feet north or south, and it may or may not accommodate vehicular circulation. A north-south pedestrian link, if practical, is also proposed through this parcel. (See Visionary Plan Figures 4.10, 4.11, 4.12, and 6.1).

B Street Pier is scheduled for substantial redevelopment of the apron wharf and the structures on the pier. The south shed will be removed or redesigned to create space for parking and a promenade. The western end of the pier will be converted for specialized commercial uses such as a shopping bazaar, and foods and services reflecting the maritime character of the Embarcadero and which will be compatible with cruise ship berthing. The Cruise Ship Terminal will be expanded and both sides of the pier will accommodate ship berthing. Cruise ships may tie up at both the B Street and Broadway Piers. The shopping bazaar could be expanded into the terminal building and the existing Maritime Museum could be provided with land-based support area, storage and work area, and possibly a living museum of nautical craftsmen; however, loading, off-loading, and storage capabilities for general cargo will be retained as needed. Alternatively, the Maritime Museum may be relocated to another location along the Embarcadero, such as the curvilinear pier at Grape Street. A FAR of 2.0 applies to the B Street and Broadway piers. The building height limit for the B Street Pier is 50 feet; however, an expanded cruise ship terminal, now under study, may require (for functional reasons) building(s) in excess of 50 feet in height. Pursuant to the Port's cruise ship terminal study, alternative height restrictions and other guidelines affecting B Street Pier may be appropriate and acceptable, and they should be considered by the Alliance. (See Visionary Plan Figs. 4.4, 4.5 and pp. 63, 64.)

Broadway Pier will continue to provide recreational space on its plaza and viewing platform, as well as accommodating commercial shipping and miscellaneous vessel berthing, including day cruisers. Improvements to the pier will include paving, plantings, lighting, and furniture. The harbor excursion and ferryboat water lease north of Broadway Pier may also remain as part of the recreational experience along the waterfront or move to another location along the Embarcadero.

#### Tuna Harbor

This subarea consists of the Tuna Harbor, the harbor formed by its pier, the proposed new

bayfront public park, the new Pier Walk building with commercial recreation and commercial fishing uses, parking, and adjacent areas.

Tuna Harbor and the shoreline area between it and Navy Pier are planned to provide space for commercial fishing and commercial recreation activities. The plan concept is to create a physical and visual linkage along North Harbor Drive by tying together Broadway Pier and the Tuna Harbor area.

The aircraft carrier Midway is docked on the south side of the Navy Pier. The Terminal Berthing designation would be changed to Commercial Recreation and Park/Plaza for the proposed 0.8-acre public viewing area with a designated vista point on the bow deck of the ship. The Commercial Fishing Berthing designations in this water area would be replaced with Specialized Berthing to accommodate multiple uses. Landscaping and streetscape improvements on North Harbor Drive would continue through this area.

Parking for visitors to the Midway and its museum will be provided, on an interim basis, at the Navy Pier, pursuant to the museum's lease with the United States Navy. When and if the Navy determines that its use of the Navy Pier is no longer necessary, the Port will accept the proposal by the San Diego Aircraft Carrier Museum to convert the Navy Pier into a "public park" use, thereby allowing the pier to be converted into a memorial park complementing the Midway and its museum, while affording additional public open space and bay vistas. Vehicle parking for museum visitors will then be shifted to nearby offsite locations. However, since the Navy Pier's future is uncertain and will be determined by decisions of the federal government, the conversion of the pier to a 5.7-acre memorial park is a specific planning goal of the Port, and environmental analysis for the park conversion will be conducted prior to the Navy relinquishing ownership and/or control of the Navy Pier such that construction of the park can occur as soon as feasible thereafter. The park conversion will be subject to all appropriate laws at the time the Navy Pier Park is proposed.

Mitigation for the loss of 4.1 acres of open water habitat resulting from the placement of the

aircraft carrier Midway and its mooring platform structures has been provided by an expansion of an existing degraded marsh, known as Lovett Marsh, east of south San Diego Bay, in the City of National City, resulting in the creation of approximately 5.8 acres of new coastal salt marsh.

A small waterfront plaza, fishing technology displays, restaurants, marine related office and retail space is planned on the periphery of the mole. Tourist traffic on the public areas will be encouraged, consistent with safety. The Embarcadero pedestrian path loops through the area.

A substantial portion of Tuna Harbor is devoted to commercial fishing use. It is anticipated that offices for the tuna and fresh fish fleet will locate here, as well as ancillary uses such as small seafood processors, fish markets, marine instrument and equipment sales, fishing and ocean technology displays, and automobile parking. The northern side of the mole has been renovated by stabilizing the existing concrete slab wall with rock revetment. The south face of the mole has been renovated with rock revetment for shore protection. Floating docks will provide 50- and 60-foot berths for commercial fishing boats. Low level lighting is provided for the berths. Landside support services, auto parking, and truck access are included. Approximately 100 commercial fishing berths are provided alongside the floating docks.

To shelter Tuna Harbor from the south, a concrete breakwater pier approximately 400 feet long has been built from the land lying between the former Harbor Seafood Mart area and Seaport Village. The pier provides additional berthing for tuna seiners and large market fishing boats, allows public access to the water, and accommodates water taxi service. The entrance to this joint use pier will be enhanced to provide a strong pedestrian linkage from waterfront viewing areas to the reconfigured commercial fishing and retail area (formerly occupied by the Harbor Seafood Mart building). This pier walk will connect to the new bayfront public park to the north, as well as the entrance to Seaport Village and the south side of the redeveloped Old Police Headquarters (OPH) building.



The Harbor Seafood Mart building is planned to be demolished and the site redeveloped with a new Pier Walk building of comparable size and use allocation, which will consist of an improved fish processing facility with sufficient parking and loading/unloading spaces to support the operation, as well as ancillary retail and restaurant uses related to and supportive of the commercial fish processing uses in the building. The development will be designed so that the commercial fishing use will be able to continue to utilize and maintain the existing fish unloading dock, with direct, unrestricted access to joint use of the pier/dockside facilities. The new facility will be large enough to support both the current capacity requirements of the fishing industry, and allow for the expansion of services for seafood processing. The Precise Plan underlying the portion of the new Pier Walk building nearest the unloading dock will have a land use designation of Commercial Fishing to provide for the retention of valued commercial fishing activities. The facility will be integrated with the surrounding public walkways and plazas with opportunities for public viewing and access opportunities.

In conjunction with the reconfiguration of the fishing facility, the Precise Plan will also be designated as Park/Plaza to allow for the construction of a new three-acre bayfront public park on the north end of the site. The open space provided by the new bayfront park will enhance pedestrian and visual access to the Bay, as well as create a pleasant rest area and viewing place along the Embarcadero promenade for event gatherings and public activities. Adjoining parking areas will also be reconfigured and enhanced with landscaping and pedestrian linkages to the surrounding uses. The parking areas are intended to serve the public park, commercial fishing and recreation uses, reactivated Old Police Headquarters building, as well as Seaport Village.

### Marina Zone

The Marina Zone, located along Harbor Drive from ~~Market Street~~ Pacific Highway to ~~Fifth Avenue~~ Park Boulevard, is planned to be intensively developed as a major public and commercial recreational complex. Major

projects, including the 22-acre Embarcadero Marina Park; the restaurant and specialty retail center of Seaport Village; a regional convention center, ~~convention center expansion, convention center hotel public parking facility,~~ and, convention hotels and marina, have started the transformation of this waterfront area into an attractive commercial and recreational resource. Marina Zone projects will provide the southerly anchor for the Embarcadero development and the six-mile long promenade that extends north to Spanish Landing Park along the waterfront. Pedestrian linkages from the upland areas will provide access to this lively activity center for residents and visitors alike.

The plan concept is to rehabilitate and reactivate the historically designated, and presently vacant, Old Police Headquarters building with restaurant, specialty retail, indoor/outdoor public market, and entertainment uses. On the district Precise Plan, this area will be designated as Commercial Recreation. The north side of the site along Harbor Drive will be designated as Park/Plaza and will be redeveloped into an urban park and plaza area of approximately one acre in size with enhanced landscaping and pedestrian features. The new urban park will create visual and physical linkages from the OPH to the new bayfront park across Pacific Highway, as well as link to enhanced pedestrian connections to and along the Embarcadero through Seaport Village and along Kettner Boulevard. A small portion of the site on the north side ~~the of~~ OPH will retain the Commercial Recreation land use designation in order to allow for associated outdoor commercial, or activating, uses. The parking areas surrounding the OPH and Seaport Village will be reconfigured to accommodate vehicles more efficiently, as well as allow for valet parking and loading areas.

Across from the hotel development, the west side of Kettner Boulevard from Harbor Drive to Seaport Village will be developed with landscaping and pedestrian features to provide improved connectivity between tideland uses, as well as increase activating uses.

Between the existing Marriott and Hyatt Hotels, an accessway known as "Marina Walk" is proposed consistent with the South Embarcadero

Public Access Program, as amended—February, 2006. Marina Walk will improve public pedestrian connectivity between Harbor Drive and the Embarcadero shoreline promenade and enhance public views towards the Bay through removal of existing landscaping and surface parking, leveling of the existing grade, relocation of the large cooling towers, and construction of a joint, cohesive public accessway spanning both the Marriott and Hyatt leaseholds. Approximately one half of the Marina Walk length will be a total of 50 feet wide and will contain a 40-foot-wide public pedestrian access corridor, and a 10-foot-wide landscape buffer to help screen the adjacent Hyatt parking structure. The 40-foot-wide public access corridor will include a 33.5-foot-wide dedicated pedestrian walkway, a 2-foot width for intermittent benches and lighting, and a 4.5-foot-wide landscape buffer with low-level, drought-resistant shrubs and groundcover that shall not exceed 3 feet in height. Adjacent to the existing approximately 10-foot-wide mechanical equipment enclosure on the Hyatt leasehold, the public access corridor may narrow to approximately 32 feet wide to allow for construction of a low-scale retaining wall and vine plantings to screen the enclosure. Marina Walk will contain amenities such as decorative paving, signage, public art features, low-level lighting, bicycle racks, benches, trash receptacles, a wheelchair accessible ramp, and restrooms open to the public during daylight hours. Marina Walk will widen to 80 feet as it approaches the Embarcadero promenade, and will widen to 145 feet at the Harbor Drive gateway to Marina Walk. At the project level, minor adjustments and revisions to the corridor, parking areas, and driveway may be made to increase the width of the walkway and improve connectivity between Marina Walk, Marina Terrace, and the Embarcadero promenade. Adjacent to this gateway, removal of the existing parking booths/gates and substantial narrowing of the entry drive (from 78 feet to 40 feet in width) will create a more inviting entrance and will encourage a more pedestrian-oriented environment. The Harbor Drive gateway area will be kept clear of physical barriers, signage, or visual obstructions that would discourage public use of Marina Walk.

Bayward of the Marriott and Hyatt hotels, a continuous pedestrian promenade links the two

Embarcadero Marina Park peninsulas and assures public access along the shoreline. Pedestrian linkage to the uplands is provided around and over the expanded Convention Center. An existing accessway between the Marriott Hotel and the Convention Center has been improved to provide functional, safe, and environmentally educational passage to the waterfront, as provided in the Public Access Program. The Convention Center ~~expansion~~ includes another public accessway with a minimum width of 20 feet over the Convention Center connecting Harbor Drive and the Embarcadero Promenade. The public accessway will continue to be open and publicly accessible via stairs and the funicular on the Harbor Drive side of the Convention Center. ~~An elevated walkway on the Convention Center's observation deck level parallels Convention Way.~~ At the intersection of Eighth Avenue—Park Boulevard (formerly Eighth Avenue) and Harbor Drive, the promenade connects with the adjacent Gaslamp Quarter pedestrian and trolley facilities. The public accessway extends from the south end of the Convention Center expansion and along both sides of Eighth Avenue—Park Boulevard. A pedestrian bridge spans Harbor Drive at the Park Boulevard and Harbor Drive intersection and provides a contiguous link from the waterfront to downtown and the ballpark. The expansion to the Hilton San Diego Bayfront will provide an elevated public pedestrian accessway that will link the existing pedestrian bridge with the waterfront promenade. The elevated pedestrian accessway will culminate with a new staircase from the existing porte-cochere to ground-level adjacent to the waterfront promenade.

—The District, in conjunction with the City of San Diego, has implemented a public access program of signage, pavement markings, amenities and public information to inform and invite the public to and along the Embarcadero, as is more specifically shown in the District's Convention Center's "Public Access Program" (November, 1995 as revised) and the "South Embarcadero Public Access Program" (as amended), which are incorporated into the plan by reference.

It is recognized that providing all required parking on-site can result in a significant amount of waterfront land being dedicated to parking lots and structures, thereby limiting the ability to provide visitor-serving uses such as parks and



commercial development. New commercial development in the Marina Zone shall participate in the implementation of the Parking Management and Monitoring Plan (PMMP), as amended. Such participation is intended to achieve maximum feasible reduction in automotive traffic, facilitate the extension and utilization of mass transit to serve the Marina Zone, provide and support means of non-automobile circulation to employees and guests, make more efficient use of existing parking lots and structures, and help avoid significant effects associated with a lack of parking for waterfront projects. Additionally, the PMMP requires new commercial development to provide maximum feasible on-site or proximate parking facilities on Port and nearby City lands, and participate in the tiered, legally available, off-site parking program to address peak individual and cumulative demand. Required participation in the plan PMMP shall be monitored and reported annually to the Port and California Coastal Commission for the economic life of the development. Throughout the South Embarcadero (G Street mole to the Hilton San Diego Bayfront Convention Center Hotel and Expansion Hotel Complex), commercial development is also required to participate in and contribute a fair share to the Port District's implementation of a permanent bayside shuttle system that would serve and connect tideland uses along the waterfront, such as the Convention Center Hotel Public Parking Facility, hotels, Seaport Village, and other waterfront destinations. Although outside the South Embarcadero, the bayside shuttle should also provide service to the Midway. In addition, this bayside shuttle system should include linkages to public roadside shuttle systems serving downtown San Diego, the airport, and MTS transportation hubs. Port District implementation of the bayside shuttle system is intended to serve visitors as part of an integrated waterfront access and parking program that the Port District shall pursue in conjunction with the City of San Diego, CCDC and MTS. The Port District will fund the bayside shuttle system at its cost and may seek cost recovery and financial participation consistent with its policies and practices and applicable laws. Cost recovery and financial participation may include: collection of fares, grants, advertising, voluntary tenant participation, mandatory tenant participation at the time of

issuance of coastal development permits for Port District tenant projects within the South Embarcadero, and other sources as may be identified by the Port District. If rider fares are collected, fares will be kept at a low cost as compared to comparable transportation services within the region. The District will prepare a bayside shuttle system program and operational plan prior to the shuttle system commencing operations. The bayside shuttle system will be operational in accordance with the conditions of approval for the North Embarcadero Visionary Plan (NEVP) Phase 1 project.

The regional Convention Center is supported by major hotel complexes; Marriott Hotel and Hyatt Hotel. a convention hotel that The Marriott Hotel is located immediately adjacent to the northwest of the Convention Center and contains twin 25-story towers accommodating 1,400 hotel rooms and a 450-slip marina; The Hyatt Hotel is located north of the Marriott Hotel and contains two hotel towers, one with and a hotel of 875 rooms and the other with 750 rooms. A-The 750-room second hotel tower has been was constructed with a minimum 100-foot set back from Harbor Drive, and a maximum height of 62 feet for the lobby galleria/ballroom structure connecting the second tower to the first tower. The hotel expansion-second tower includes meeting space, 34,000 square feet of exhibit space, and 30,000 square feet of ballroom space. Ancillary uses in this area include banquet, meeting, restaurant, hotel guest-oriented retail space, court game areas, and automobile parking.

The Marriott Hotel proposes a renovation/expansion of its Marriott Hall meeting space to include approximately 44,000 square feet of additional ballroom and exhibit space. The aesthetics and visual accessibility of the area will be enhanced through the contemporary, transparent architectural features and siting of the new Marriott Hall building, which will be reoriented such that its public side faces Harbor Drive. The maximum height of the new Marriott Hall shall not exceed 68 feet, including rooftop equipment and parapet wall, and the distance between the new Marriott Hall building and Hyatt parking structure shall be a minimum of 120.5 feet. Removal of underutilized hotel parking will allow for construction of the

new meeting space and Marina Walk public access improvements, which will enhance physical and visual access to the Bay, and encourage a more pedestrian-oriented environment.

To further enhance and activate public access in the South Embarcadero, the Marriott proposes a 25,000-square-foot paved, flexible outdoor space at the bayward terminus of Marina Walk, adjacent to the Embarcadero promenade, known as "Marina Terrace." Marina Terrace will be used for hotel events such as mixers, cocktail parties, luncheons, and receptions, and occasionally may be increased to a maximum size of 35,000 square feet. When not in use for outdoor hotel events, Marina Terrace will be accessible for use by the public as an open gathering and activity space (see South Embarcadero Public Access Program, as amended). During the times when Marina Terrace will be publicly accessible, approximately 85% of the year, the Marriott will provide and/or facilitate the provision of public pedestrian-activating amenities on Marina Terrace such as seasonal events/festivals, temporary visitor-serving retail such as food carts and vendors, and placement of movable modular street furniture for public use on Marina Terrace. This modular furniture will include public benches, chairs, tables, and outside shade structures. At a minimum, the Marriott will ensure that permanent public seating is provided along the bayward perimeter of Marina Terrace. Six-foot-wide paved pathways through the existing landscape buffer will ensure vertical pedestrian linkages between Marina Terrace and the Embarcadero promenade. Public pedestrian use of the Marina Terrace space will be further encouraged with consistent paving and low-level vegetation to help attract visitors along Marina Walk and the Embarcadero promenade. To encourage interaction between the public spaces on Marina Terrace, Marina Walk, and the Embarcadero promenade, the Marriott will promote and inform the public about various activities and pedestrian-serving amenities available at Marina Terrace through use of interchangeable signage and other methods of advertisement. In addition, Marriott will provide fixed picnic-type tables between Marina Terrace and the Embarcadero promenade on a permanent basis. The 35-space parking lot between Marina Walk and Marina

Terrace shall be signed and designated for marina use (30 spaces) and public use (5 spaces).

Marriott's proposed improvements trigger its mandatory participation in the Port District's implementation of the permanent bayside shuttle system. The bayside shuttle system will be operational prior to the opening of the Marriott Hall expansion, and Marriott's participation in the shuttle system will be a condition precedent to issuance of a certificate of occupancy for the proposed Marriott Hall expansion.

Situated within the eastern portion of the Marina Zone is an 11-acre site, fronting onto Harbor Drive and Fifth Avenue, which has been developed into a regional Convention Center that opened in 1989. Floor area is allocated for display and exhibit area, meeting rooms, and support space, such as lobbies, storage, food service, and parking.

Phase II of the Convention Center, completed in 2001, expanded the facility. The extension of the Convention Center into a contiguous 13-acre site connected to the southeast end of the center facility, and occupying the area bounded by Harbor Drive, Eighth Avenue Park Boulevard, and Convention Way, has been completed. Fifth Avenue, an undedicated street south of Harbor Drive, was closed as part of the development of the original Convention Center. Harbor Drive has been is partially depressed to provide an alternate access to an existing underground parking lot system garage and to enhance the urban design character at the Convention Center. The expansion—Phase II added approximately one million gross feet of floor area to the Convention Center. A Phase III expansion to the Convention Center is proposed to add approximately 400,000 square feet of exhibit area, meeting rooms, and ballrooms, and approximately 560,000 square feet of support spaces. Approximately 15,000 square feet of visitor-serving uses (i.e., retail, museum, art gallery, vitrines, or other activating uses) is planned along the southwesterly facing (bayside) façade of the Phase III expansion. Convention Way will be shifted closer to the waterfront to accommodate the Phase III expansion. The south side of the Convention Center will expand onto the Fifth Avenue Landing site and into a parcel (site originally proposed for a 250-room hotel) on the

south side of the park entry road. The Embarcadero Promenade will not be affected by the Phase III expansion. A pedestrian accessway immediately adjacent to, and inland of, the realigned Convention Way will be constructed to improve pedestrian circulation inland of Convention Way and provide access to the visitor-serving uses proposed along the southwesterly façade of the Phase III expansion. At least three crosswalks will be provided at regular intervals along Convention Way to provide access between the waterfront promenade and the visitor-serving uses on the inland side of Convention Way.

Public access from Harbor Drive to San Diego Bay, the waterfront promenade, and Embarcadero Marina Park South will be improved through the addition of the following new permanent physical enhancements. Amenity stations, with street furniture such as benches and pedestrian lighting, will be located at periodic intervals on Harbor Drive along Phases II and III of the Convention Center to allow pedestrians the opportunity to stop and rest and enjoy downtown views while walking southeast to the Park Boulevard/Harbor Drive intersection. Wayfinding signage will be installed at the public access elevators and escalators, at the amenity stations along Harbor Drive, and along Park Boulevard, to guide pedestrians to their destination.

An integrated wayfinding program that will recognize the partnership with the Port, City of San Diego, and Coastal Commission shall be developed prior to issuance of a Coastal Development Permit for the Convention Center Expansion; the wayfinding program will be prepared by Permittee. The comprehensive signage package will address size, location and placement of public access signage, including directional signage to/from the bay and city. The program may include replacement of existing signage to better facilitate a comprehensive wayfinding system.

The Park Boulevard corridor will serve to orient visitors, whether by vehicle or by foot, and draw them to the waterfront. The corridor will consist of open lawn, landscaped areas (including low scale shrubbery), artwork, enhanced concrete paving, pedestrian scale lighting, and furnishings; that

provides a visual and physical linkage to the bay. Treatments in corridor will also provide a linkage to both the Convention Center and Hilton Hotel. The Park Boulevard view corridor will be preserved. This space will also feature a landscaped area adjacent to the hotel amenities. Along Park Boulevard, treatment of the exposed exterior of the parking garage structure and ramp to the Hilton Hotel will be treated with public art (i.e., mosaics) and/or decorative vertical landscaping to enhance the pedestrian experience between Harbor Drive and the Hilton access route. The waterside promenade will maintain its 35-foot width. Shade trees will be located, as appropriate, within the 35-foot wide waterside promenade.

An approximately five acre public park/plaza will be constructed on the rooftop of the Phase III expansion. This public realm space, which will vary between approximately 50 to 100 feet above grade, will be accessible from at least six access points, including: the grand stairs and funicular at Harbor Drive, the grand stairs and elevator at the southwest corner of the rooftop park/plaza, elevators at the south midpoint of the rooftop park/plaza, the landscaped inclined walkway, and the elevator along Park Boulevard, as well as one access point from within the Convention Center. The rooftop park/plaza will include a mix of hardscape and landscape, including lawns, grasses, wildflowers, shrubs, trees, wetland plants; and pavilions and formal and non-formal gardens with lighted paths and fixed and movable furnishings. Observation vistas will be placed at opportune locations throughout the rooftop park/plaza to provide views to the Bay and uplands skyline. Support facilities such as restrooms, park maintenance and mechanical facilities, and power and water service will also be provided.

There are 15 distinct rooftop park/plaza spaces including: Spine, Grove, Great Lawn, Pavilion, Coastal Chaparral, Gathering Place, Bluff Gardens, Living Room, Reading Room, Summit Plaza, Mesa, Lower Plaza, Overlooks, Ascent, and Non-Accessible Green Roof Areas.

The Spine would be a paved walkway that features furnishings to allow people to move freely between the spaces. The Spine serves as a transect through the various garden environments,

offering rhythm and cadence to the experience of ascending to the park's high point as well as descending to the lower vistas in the park.

The Grove would be a flexible and adaptable-use space with large canopy trees in planters and paving and movable site furnishings. This space would offer power and water sources for events, services, and pedestrian lighting.

The Great Lawn would be a sculpted and sloping lawn plane. The Great Lawn would serve a wide range of passive and active recreational needs of the community such as, but not limited to, performance/event space, picnicking, and other lawn oriented activities.

The Pavilion would be an overhead open air shade structure. This environment would offer visitors shade for seating and events and a grand scale architectural feature that gives a focus to the Grove and the Great Lawn.

The Coastal Chaparral vegetation would consist of native coastal shrubs, ground covers and coastal trees. The character of the Coastal Chaparral is inspired by the beauty and simplicity of the native coastal bluff landscapes of southern California. The intent of this landscape is to offer users interesting and intimate gardens for interaction, strolling, and relaxation.

The Gathering Place would be a hardscape plaza environment designed to accommodate a wide range of events and activity. There would be both fixed and movable furnishings and paving, pavilions with power and water service, restrooms, pedestrian lighting, and vegetation.

The Bluff Gardens would be similar to the Coastal Chaparral with the addition of paved areas and additional planting, lighting, and furnishing that would give park visitors additional places to picnic and host small gatherings.

The Living Room would be a primary destination for shade and relaxation embedded within the heart of the public park/plaza. The space would feature a grand scale canopy supported by an informally organized glade of support columns that create an atmosphere of being in a tree glade. The canopy area would be furnished with hanging porch swings, movable

tables and chairs, pedestrian lighting and power/water sources for event staging. Cornering the space would be a water feature that would be designed to engage both children and adults.

The Reading Room would be a contemplative garden destination immersed within the vegetation of the Coastal Chaparral. The Reading Room would consist of walkways, furnishings, sculpted lawn forms, and plantings that give the space an internal focus with an emphasis of orienting the experience to the San Diego skyline.

The Summit Plaza would be a mixed environment of plaza paving and structured event turf that would serve as a destination gathering space for public events, weddings, and ceremonies. This space would feature both power and water sources for event use.

The Mesa would be a sculpted grass landform set at the high point of the green roof's ascent. The Mesa would provide a grand scale viewing perch that would offer users sweeping views of the San Diego Bay and the surrounding San Diego skyline. The grass slope would allow for small performances and group gatherings while the bleacher-like steps offer casual seating and views to the park's gardens and spaces. Restrooms, park maintenance and mechanical facilities would be constructed below the Mesa's surface with a convenient adjacency to the Summit Plaza event space.

The Lower Plaza would be a predominantly paved environment with trees in planters, pedestrian lights, and paving. This space would offer both power and water sources for special events.

The Overlooks would be viewing areas along the southerly edge of the rooftop park/plaza that would offer intimate spaces that are discovered and provide views to the horizon. Several of the overlooks may be cantilevered over the Ascent.

The Ascent would be a 1,200-foot walkway leading from Convention Way to the base of the rooftop park/plaza on the southwestern corner. The grade of the ascent would be 5% and the width would be approximately 30 feet. As the Ascent proceeds westerly from its base, landscape and hardscape features would be



designed to create a sense of compression and release.

Some portions of the rooftop park/plaza would be inaccessible due to weight limits and difficult access. These Non-Accessible Green Roof sections would be planted with small scale plants and would create a visual foreground to bay views from the rooftop.

The rooftop park/plaza would feature both native and exotic plants to the southern California coast, with the intent of capturing the character and feel of a coastal bluff landscape. Irrigation of the vegetation will be accomplished via subsurface drip using the existing brackish groundwater pumped daily using the de-watering system for the subterranean parking facility beneath Phase I of the Convention Center. The brackish groundwater will be blended with potable water to maintain low concentrations of salt that would be suitable for landscape application.

The rooftop park/plaza will be publicly accessible 85 percent of the year. Completion of the rooftop park/plaza will be required prior to the issuance of a final Certificate of Occupancy for the Phase III expansion. The rooftop park/plaza will be open to the public and managed for public access during hours similar to that of other Port parks.

The Convention Center operator was is required to implement the Parking Management Plan and Monitoring Program (November, 1995, as amended and is incorporated by reference into the master plan) to meet the needs of the Convention Center visitors and support functions, as well as the public seeking access to the Embarcadero Marina Park South.

### **Convention Way Basin**

A transition in the existing land use is planned for the area located to the south of the expanded Convention Center. A southward shift of Convention Way is planned to accommodate Phase III of the Convention Center. The earth mounds located near the end of Park Boulevard will be removed as part of the realignment of Convention Way. A parcel on the south side of the park entry road is the proposed location for a 250-room Spinnaker hotel. The 250-room

Spinnaker hotel tower only, located on the northwesterly portion of the Fifth Avenue Landing site, shall be designed to occupy a minimal building footprint in order to maximize the amount of public access and open waterfront parkland, and the tower shall not exceed 20-23 stories in height. No portion of the Spinnaker hotel complex shall encroach on the promenade. The public pedestrian bridges linking the Convention Center observation terrace to the public observation terrace of the Spinnaker hotel tower will cross Convention Way and the promenade and link to the plaza and promenade below with a public stairway and elevator to ensure access to persons with disabilities. The pedestrian bridge will be part of the Spinnaker hotel project. The public pedestrian bridges shall be designed by the developer of the Spinnaker hotel to be visually attractive, compatible with the public art, architecture, and pedestrian orientation of the project area. A pedestrian bridge over Convention Way will provide pedestrian access from the observation deck of the Convention Center expansion to a terrace surrounding the hotel as well as access to the shoreline walkway. Universal design for disabled access will be incorporated in all new development.

A ballroom, parking facility, other hotel-related facilities, and A water transportation transit center for harbor excursion boats, water taxis and ferries is planned located east of adjacent to the promenade along Convention Way. The Spinnaker hotel complex shall include a w/water taxi and ferry service to the Convention Center hotels and to other San Diego Bay locations is provided at the water transit center, which will be relocated west onto the former Spinnaker Hotel site. The "transient oriented" marina can also accommodate up to 20-30 large yacht slips. A public plaza (minimum 1,900 sq. ft.) will be located east of the relocated water transit center building. Adjacent to the relocated water transit center will be a public parking lot with at least 12 short-term public parking spaces. The roofline of the hotel facilities, ballroom and parking facilities shall not exceed 25 feet above finished grade (not including appurtenant structures and the main hotel tower), unless construction requirements or geotechnical or other physical characteristics of the site make it infeasible. If a 25-foot roofline is infeasible, the maximum height of the roofline and

~~appurtenant structures shall be the minimum height necessary, but in no case shall it exceed 32 feet in height and shall be subject to further review and approval by the Port District. All rooftop equipment shall be screened from public view and shall be designed to be visually attractive from all public viewing areas.~~

~~The entire ground floor and perimeter of the Spinnaker hotel tower and the ballroom and related hotel facilities facing the promenade shall provide ground level pedestrian-oriented uses compatible with the Commercial Recreation land use designation, such as visitor serving retail shops and restaurants, including outdoor seating, to activate the promenade. Minimal hotel lobby space may be permitted on the ground floor of the Spinnaker hotel tower. A minimum 198 parking spaces to serve the Spinnaker hotel guests and the public will be provided. The spaces shall be allocated as follows: a minimum 88 surface parking spaces shall be provided on-site, and 110 valet spaces shall be provided in the Convention Center parking facility. A minimum 44 spaces of the on-site surface parking will always be available for general public use and will not be reserved for hotel events. Appropriate signage shall mark the on-site lot as available to the public. Views from the promenade toward the Spinnaker Hotel parking lot shall be softened by use of a landscaped buffer. The Spinnaker hotel tower shall have an architectural style depicted in the shape of a spinnaker sail.~~

~~Bayside improvements to this area include the continued extension of the pedestrian promenade along the waterfront, including extending the waterside promenade south (towards Embarcadero Marina Park South) to connect to the existing promenade adjacent to the over-water restaurant. This would provide for a continued waterside promenade from the Embarcadero Promenade to Embarcadero Marina Park South. Park/Plaza areas, which include the public plaza to be constructed adjacent to the relocated water transit center building, of 4.3 acres and 1.1 acres at the and the shoreline promenade will open maintain views to the waterfront from Convention Way. New and expanded restroom facilities will be provided in the 5.4 acre combined Park/Plaza area and the Embarcadero Marina Park South. The promenade widths and public plaza areas~~

~~on the water's edge of the Fifth Avenue Landing site vary in size. The promenade width ranges from 60 feet to 35 feet, of which the first 26 feet adjacent to the water's edge shall remain open and unobstructed for public pedestrian use. A minimum building setback of 35 feet from the waters edge along the entire promenade in Subarea 36 shall be provided. A 120 foot diameter public plaza is located at the center of the Fifth Avenue Landing site. The promenade is extended into the Embarcadero Marina Park South on the south east (Chart House) side (restaurant side) of the park entry. The new continuous promenade will be extended extends along the water's edge of the entire Fifth Avenue Landing and Hilton San Diego Bayfront (former Campbell Shipyard) sites, and will connects to Harbor Drive for complete public pedestrian access throughout the public park/plaza areas in the vicinity of the project vicinity and Convention Center and Hilton Hotel. The Park Boulevard pedestrian corridor between Harbor Drive and the shoreline promenade ranges in width from 10-25 feet and includes landscaping, benches, and public art.~~

~~The former shipyard area will be is redeveloped with a 1000 to 1200-room Convention Hotel (Hilton San Diego Bayfront) and support facilities including restaurant, retail, meeting space, a 35,000 square foot ballroom, a 20 to 30 slip marina, and an up to maximum 2000-car public parking facility. The 1200-room hotel has a 20-foot building height for buildings along the promenade, stepping back to 50-feet in height in the development area to create a pedestrian-scaled public environment. A transport service will be available from the 2,000 car public parking facility to the Bayfront. The maximum approximately 500375-foot high Convention Hotel hotel tower and parking structure shall be are located outside and southsoutheast of the Park Boulevard view corridor and the Eighth Avenue view corridor to maintain public views to the Bay from Harbor Drive. The parking structure shall be set back a minimum of 100 feet from Harbor Drive. At least 800 of the 2000 maximum parking spaces in the parking structure shall be provided for Convention Hotel guest use. The remaining parking spaces shall be designated for general public use. The Hilton may be expanded with a second hotel tower located adjacent to the parking~~

structure. The expansion hotel may include up to 500 rooms, a lobby, approximately 55,000 net square feet of ballroom/meeting space, and other ancillary uses. To utilize the close proximity to the existing hotel and to reduce redundancy of facilities, the expansion hotel may share some support facilities with the existing hotel. In order for the expansion hotel to remain outside of the Park Boulevard view corridor, a portion of the hotel may cantilever over the existing parking garage and the ramp to the existing hotel. As such, the expansion hotel shall not encroach into the Park Boulevard view corridor. The height of the expansion hotel shall not exceed the height of the existing hotel. All rooftop equipment shall be screened from public view and shall be designed to be visually attractive from all public viewing areas. The existing public parking facility accommodates parking for the hotel, hotel expansion and public waterfront access.

The Hilton San Diego Bayfront Expansion Hotel will add up to 500 additional rooms within walking distance of the San Diego Convention Center and bayfront. With its adjacent location to the convention center and its participation in the South Embarcadero Public Access Program, as amended, the Hilton San Diego Bayfront Expansion Hotel creates synergy with the San Diego Convention Center and provides needed accommodations to users of the bayfront and convention center. As a special condition of the Coastal Development Permit for the hotel expansion, the Permittee for the Hilton San Diego Bayfront Expansion Hotel will develop or designate its fair-share of on-site or off-site lower cost visitor accommodations or pay an in-lieu fee based on a study conducted by the District.

The Hilton operator is required to implement the Parking Management Plan and Monitoring Program (May 2012) which is incorporated by reference into the master plan to meet the needs of the Hilton guests and support functions.

The Convention Hotel Hilton San Diego Bayfront Hotel and Expansion Hotel shall provide/maintain pedestrian access along two major corridors, Eighth Avenue Park Boulevard and the extension of the Embarcadero promenade. Landscaped setbacks and/or street-front retail must be provided along these access ways. The Eighth Avenue pedestrian

~~walkway shall be a minimum of 20 feet wide with 12 foot wide planting strips between the Eighth Avenue right-of-way and the pedestrian walkway and a 12 foot wide planting setback between the walkway and the hotel development.~~ Pedestrian-oriented uses compatible with the Commercial Recreation land use designation, such as visitor serving retail shops and restaurants, which may include outdoor seating, shall be are provided in the Hilton San Diego Bayfront Hotel to activate the promenade pedestrian access ways. Project components ~~shall meet the 20-foot building height for buildings on the promenade, stepping back to 50 feet in height in the development area to create a pedestrian-sealed public environment.~~ Shoreline promenade and landscape improvements ~~will be are~~ included in the 35-foot minimum setback of the hotel from the water's edge. The first 26 feet of promenade adjacent to the water's edge shall remain open and unobstructed for public pedestrian use.

A public access pier (adjacent to Hilton San Diego Bayfront) ~~with recreational boat facilities will be is~~ set back a distance sufficient to preserve the continued use of the Tenth Avenue Marine Terminal Berths 1 and 2 for commercial cargoes. Perimeter railings and seating will be extended onto the public access pier, which will also be made ADA accessible. ~~The new marina has been reduced to a "transient oriented" marina of 20-30 large yacht slips.~~ State-of-the-art best management practices will be used in the marina to reduce spills, reduce or prohibit toxic bottom paints, and mandate new pump-out stations.

Specific implementation proposals will be evaluated by the San Diego Water Quality Control Board for compliance with all applicable regulations and will include the best management practices required by the Port District Urban Runoff Action Plan and Stormwater Management Ordinance.

The amount of water coverage in Subarea 36, Convention Way Basin, resulting from redevelopment of the bulkhead and pier structure shall be minimized and necessary to construct the public promenade, water transit center, public access piers, and recreational marina. Any increase in water coverage from that which previously existed when the

leaseholds were developed with the Campbell shipyard and R.E. Staite marine construction yard shall be subject to further environmental review and mitigation.

The public promenade, ~~waterfront park and plaza~~ public access pier and the Embarcadero Marina Park South will be open to general public use at all times. Any temporary special events held in these ~~public park/plaza~~ areas must obtain a special event permit from the San Diego Unified Port District, according to the Port District Special Event Procedures and Guidelines. The pier will be publicly accessible 85 percent of the year. At no time will the public access to the sidewalk promenade be fenced, screened or blocked off by any structure. Completion of the improvements to the public access pier will be required prior to the issuance of a final Certificate of Occupancy for the expansion to the Hilton San Diego Bayfront.



**TABLE 10**  
**Precise Plan Land and Water Use Allocation**

**CENTRE CITY EMBARCADERO: PLANNING DISTRICT 3**

LAND USE	ACRES		WATER USE	ACRES	TOTAL ACRES		%OF TOTAL
	Existing	Revised			Existing	Revised	
<b>COMMERCIAL</b>	408.4	111.1	<b>COMMERCIAL</b>	35.8	444.2	146.9	33%
Commercial Fishing	5.4		Commercial Fishing Berthing	13.1			
Commercial Recreation	403.0	105.7	Recreational Boat Berthing	22.7			
<b>INDUSTRIAL</b>	29.2		<b>INDUSTRIAL</b>	61.5	90.7		21%
Aviation Related Industrial	22.3		Specialized Berthing	43.3			
Marine Terminal	6.9		Terminal Berthing	18.2			
<b>PUBLIC RECREATION</b>	60.2	58.2 [64.4*]	<b>PUBLIC RECREATION</b>	4.7	64.9	62.9 [69.1*]	15.14 %
Open Space	0.6	0.7	Open Bay/Water	4.7			
Park/Plaza	61.9	49.9 [56.1*]					
Promenade	7.8	7.6					
<b>PUBLIC FACILITIES</b>	47.5	46.8	<b>PUBLIC FACILITIES</b>	93.9	141.4	140.7	32%
Streets	47.5	46.8	Boat Navigation Corridor	29.6			
			Boat Anchorage	25.0			
			Ship Navigation Corridor	15.1			
			Ship Anchorage	24.2			
<b>TOTAL LAND AREA</b>	<b>245.3</b>		<b>TOTAL WATER AREA</b>	<b>195.9</b>			
<b>PRECISE PLAN LAND AND WATER ACREAGE TOTAL</b>					<b>441.2**</b>		<b>100%</b>

\* Includes 6.3 acres of rooftop  
park/plaza & inclined walkway

\*\* does not include 6.3 acres of rooftop  
park/plaza & inclined walkway

*Note: Does not include State Submerged Tidelands 22.6 acres*

*Revised acreage includes: San Diego Convention Center Phase III Expansion and Expansion Hotel PMPA – CCC on XXXX XX, 2013*

**Draft**

TABLE 11: Project List

CENTRE CITY/EMBARCADERO:  
PLANNING DISTRICT 3

	Sub	Dev	App	FiscYear
1. NORTH HARBOR DRIVE, GRAPE TO BROADWAY: Reduce traffic lanes; install landscaping, irrigation; develop bike path	33	P	Y	2005-20
2. PUBLIC ACCESS: Pedestrian access improvements to waterfront and promenade	35	T	N	2007-08
3. LANE FIELD DEVELOPMENT: 600-to-800-room hotel, office building, retail, and parking	33	T	Y	2005-10
4. NORTH EMBARCADERO REDEVELOPMENT: (a) Visionary Plan public improvements, (b) esplanade, (c) street improvements, (d) vista points, (e) Grape Street piers replacement + restaurant, (f) park and plaza areas, (g) Broadway Pier cruise ship terminal (approximately 60,000 sq. ft., maximum 50-foot building height ) to cover no more than 50 percent of the pier, public events space, 15,000 sq. ft. public recreation and viewing area, a 25-foot wide public access corridor along the southern side of the pier, and infrastructure improvements, (h) B and C Street linkages between Pacific Highway and North Harbor Drive.	31-34	P	Y*	2005-20
5. PASSENGER TERMINAL AT B STREET PIER: Cruise Ship Terminal Modernization.	33	P	N	2006-10
6. WATER TRANSIT CENTER AND MARINA: Relocate buildings (including ticket offices, marina offices, and public restrooms) and parking (of which at least 12 will be dedicated for short-term public parking). <u>site, construct buildings, piers to the west on former Spinnaker Hotel site. Prepare maintain pedestrian access and extend continuous (minimum 25'-wide) waterside promenade to connect to south towards Embarcadero Marina Park South; add public plaza (minimum 1,900 sf) east of the relocated water transit center building; maintain landscape improvements to and along the San Diego Bay shoreline; accommodate water-based transportation including a ferry landing, water taxi access, transient-oriented berthing (including yachts), and public boat access.</u>	36	T	N**	<del>2007-10</del> 2015-2018
7. <del>HILTON SAN DIEGO BAYFRONT CONVENTION CENTER HOTEL COMPLEX AND MARINA:</del> Construct 4000-to-hotel tower with up to 1200 rooms, 4200-room hotel tower, a lobby, ballroom, meeting rooms, retail shops, restaurants, other ancillary uses, above-grade parking structure, marina, public access piers, ground-level and elevated pedestrian access to the waterfront, boat access, park/plaza, and landscape improvements; <u>expand hotel with second hotel (not to exceed height of existing hotel tower) adjacent to and on top of parking garage (and outside of Park Boulevard view corridor) with up to 500 rooms, a lobby, up to 55,000 net sq. ft. of ballroom/meeting rooms, up to 2,500 sq. ft. retail space, other ancillary uses, and landscape improvements.</u>	36	T	Y	2006-08 2018
8. <del>SPINNAKER HOTEL: Construct 250-room hotel with meeting rooms, ballroom, restaurants, retail shops, other ancillary uses, pedestrian access, with bridge to Convention Center, surface parking spaces, and landscape improvements</del>	36	T	Y	2007-10
8. CONVENTION CENTER PHASE III: Construct third phase of regional convention center to provide contiguous expansion, including adding up to 400,000 sq. ft. of exhibit area, meeting rooms, and ballrooms, 560,000 sq. ft. of support spaces, and approximately 15,000 sq. ft. of visitor-serving uses, infrastructure upgrades, landscape improvements, realign Convention Way to the south (bayward), add 5-acre public rooftop park/plaza on top of expansion.	35	T	N	2015-2018
9. PEDESTRIAN BRIDGE OVER HARBOR DRIVE: Self-anchored suspension bridge over Harbor Drive connecting to public parking garage to Eighth Avenue.	35	T	N	2006-08
10. EIGHTH AVENUE PEDESTRIAN CROSSING: At grade pedestrian crossing to be completed with pedestrian bridge over Harbor Drive.	35	T	N	2006-10
11. OLD POLICE HEADQUARTERS REHABILITATION: Rehabilitation and adaptive reuse of historically designated Old Police Headquarters building with a mix of specialty retail, entertainment and restaurant uses; reconfiguration of surrounding parking areas; and, pedestrian access, plaza and landscape improvements.	34,35	T	Y	2007-08
12. PIER WALK BUILDING: Remove existing Harbor Seafood Mart building and construct new Pier Walk building to accommodate existing commercial fish processing operations, as well as associated retail, restaurant and other services/support uses.	34	T	Y	2008-09
13. BAYFRONT PARK: Construct new bayfront public park along the southern edge of Harbor Drive, between the waterfront and Pacific Highway, including lawn and	34	P	N	2009-10

landscaped areas, walkways, as well as other park/plaza features.

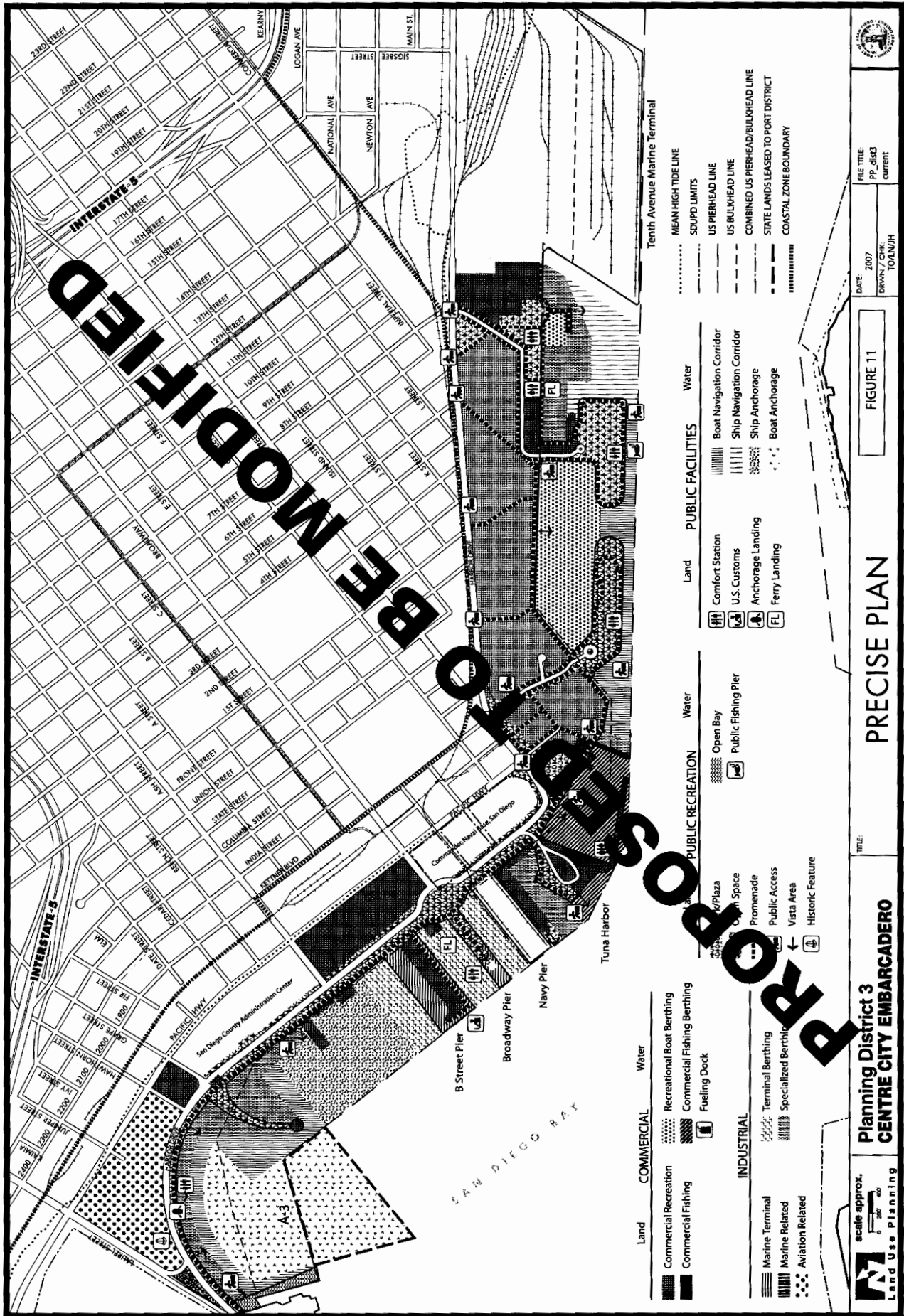
14. MARRIOTT HOTEL MEETING SPACE EXPANSION: Demolish and reconstruct Marriott Hall; create new outdoor hotel/public space ("Marina Terrace"); construct improved and widened Marina Walk walkway; improve public amenities, including public views towards the bay and pedestrian access; modify parking configuration; install landscape and hardscape improvements.

35 T Y 2013-14

P- Port District T- Tenant N- No Y- Yes

\* "Vista Points" and Broadway Pier infrastructure improvements are non-appealable projects.

\*\* Any modifications to the marina for "recreational small craft marina related facilities" is an appealable project.



FILE TITLE  
PP\_d13  
current

DATE: 2007  
DRAWN / CHK:  
TOLWUH

FIGURE 11

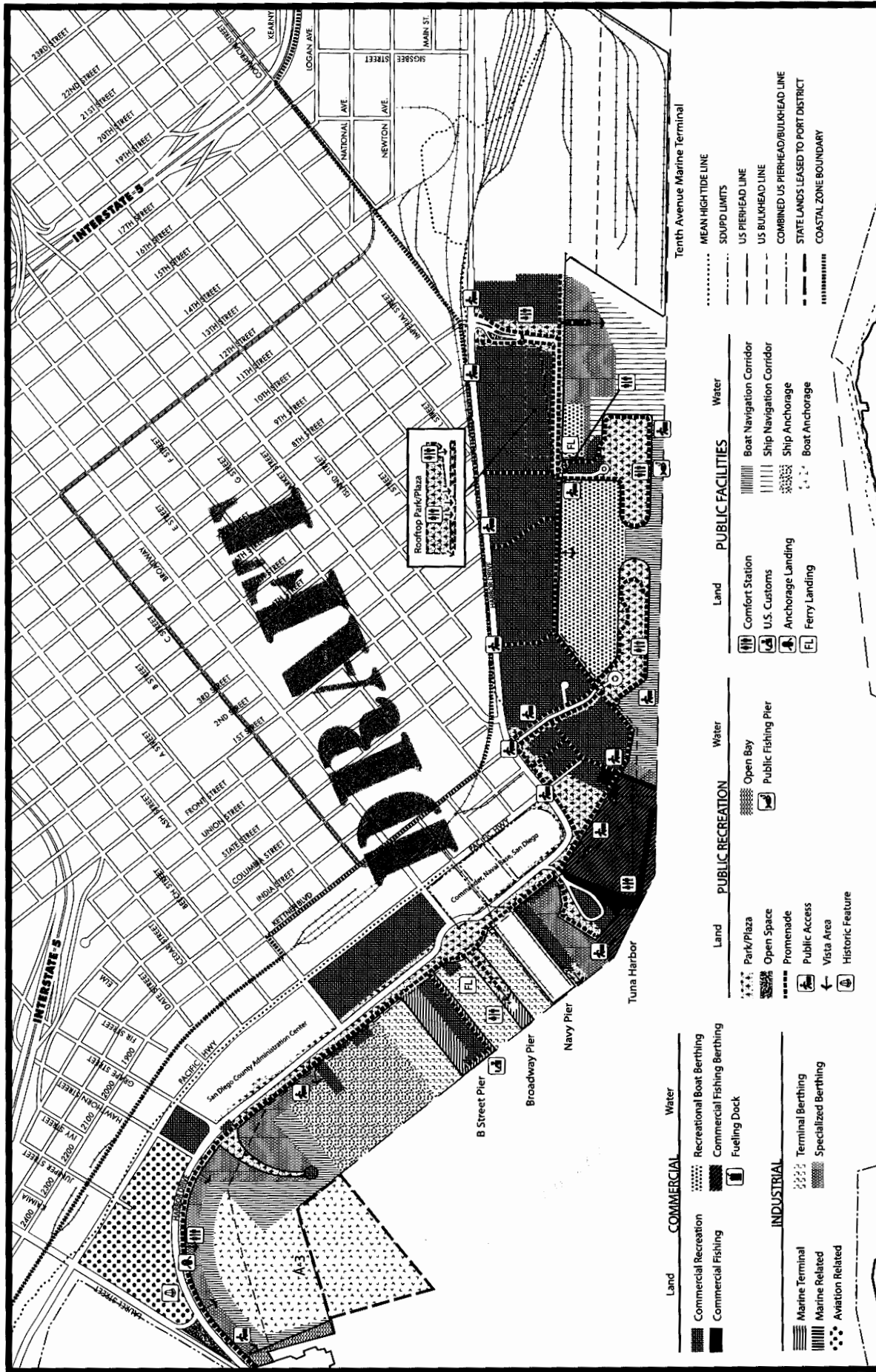
# PRECISE PLAN

TITLE:

Planning District 3  
CENTRE CITY EMBARCADERO

scale approx.  
Land Use Planning





**scale approx.**

**Land Use Planning**

**Planning District 3**

**CENTRE CITY EMBARCADERO**

**FIGURE 11**

**PRECISE PLAN**

DATE: Sept 10, 2013

DRAWN / CHK:

FILE TITLE:

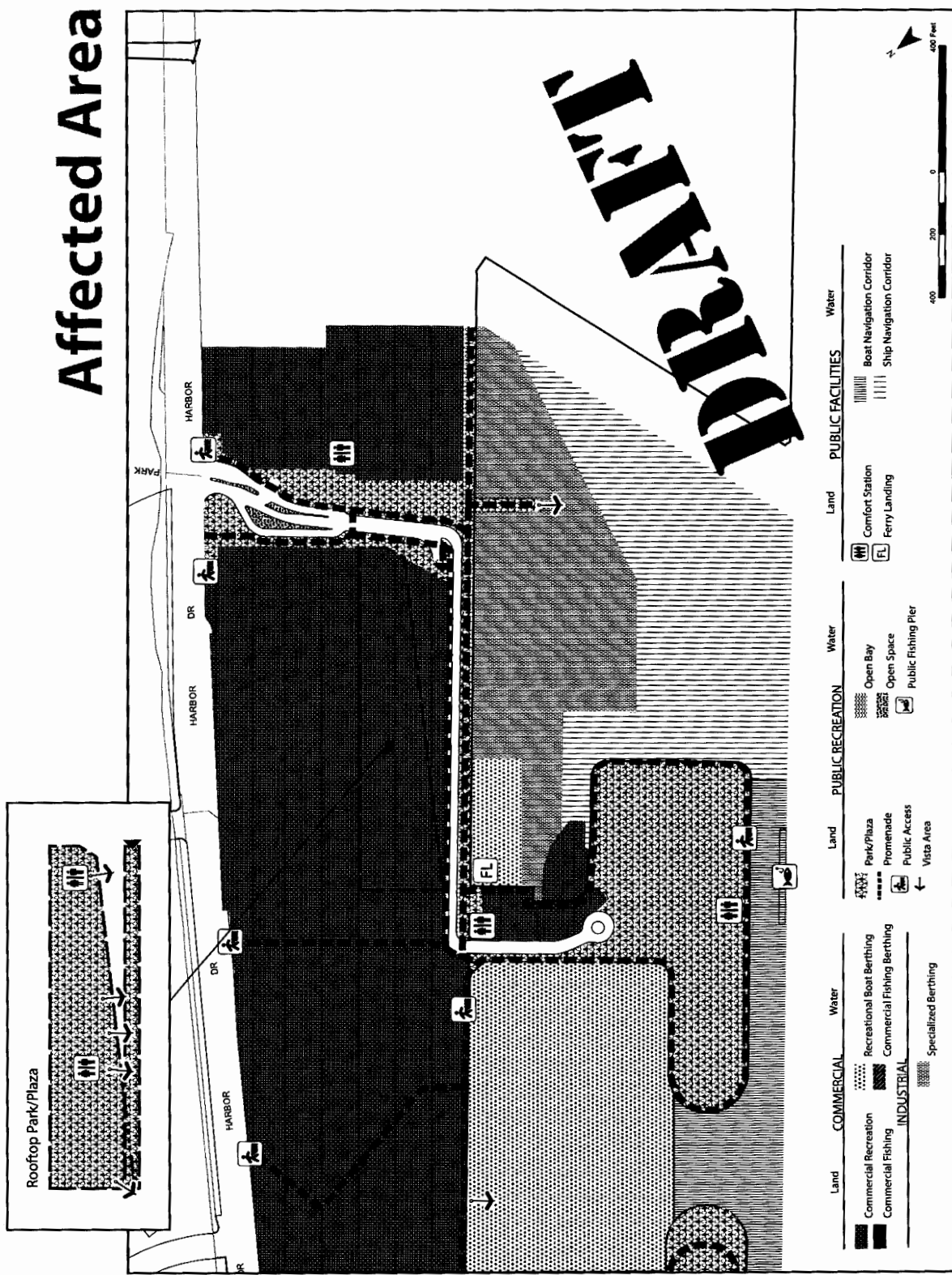
TITLE:

- | Land                  | COMMERCIAL                  | Water |
|-----------------------|-----------------------------|-------|
| Commercial Recreation | Recreational Boat Berthing  |       |
| Commercial Fishing    | Commercial Fishing Berthing |       |
|                       | Fueling Dock                |       |
- 
- | Land             | PUBLIC RECREATION   | Water |
|------------------|---------------------|-------|
| Park/Plaza       | Open Bay            |       |
| Open Space       | Public Fishing Pier |       |
| Promenade        |                     |       |
| Public Access    |                     |       |
| Vista Area       |                     |       |
| Historic Feature |                     |       |
- 
- | Land              | PUBLIC FACILITIES        | Water |
|-------------------|--------------------------|-------|
| Comfort Station   | Boat Navigation Corridor |       |
| U.S. Customs      | Ship Navigation Corridor |       |
| Anchorage Landing | Ship Anchorage           |       |
| Ferry Landing     | Boat Anchorage           |       |
- 
- | Land             | INDUSTRIAL           |
|------------------|----------------------|
| Marine Terminal  | Terminal Berthing    |
| Marine Related   | Specialized Berthing |
| Aviation Related |                      |

- | Land             | Water |
|------------------|-------|
| Marine Terminal  |       |
| Marine Related   |       |
| Aviation Related |       |
- 
- | Land             | Water |
|------------------|-------|
| Marine Terminal  |       |
| Marine Related   |       |
| Aviation Related |       |

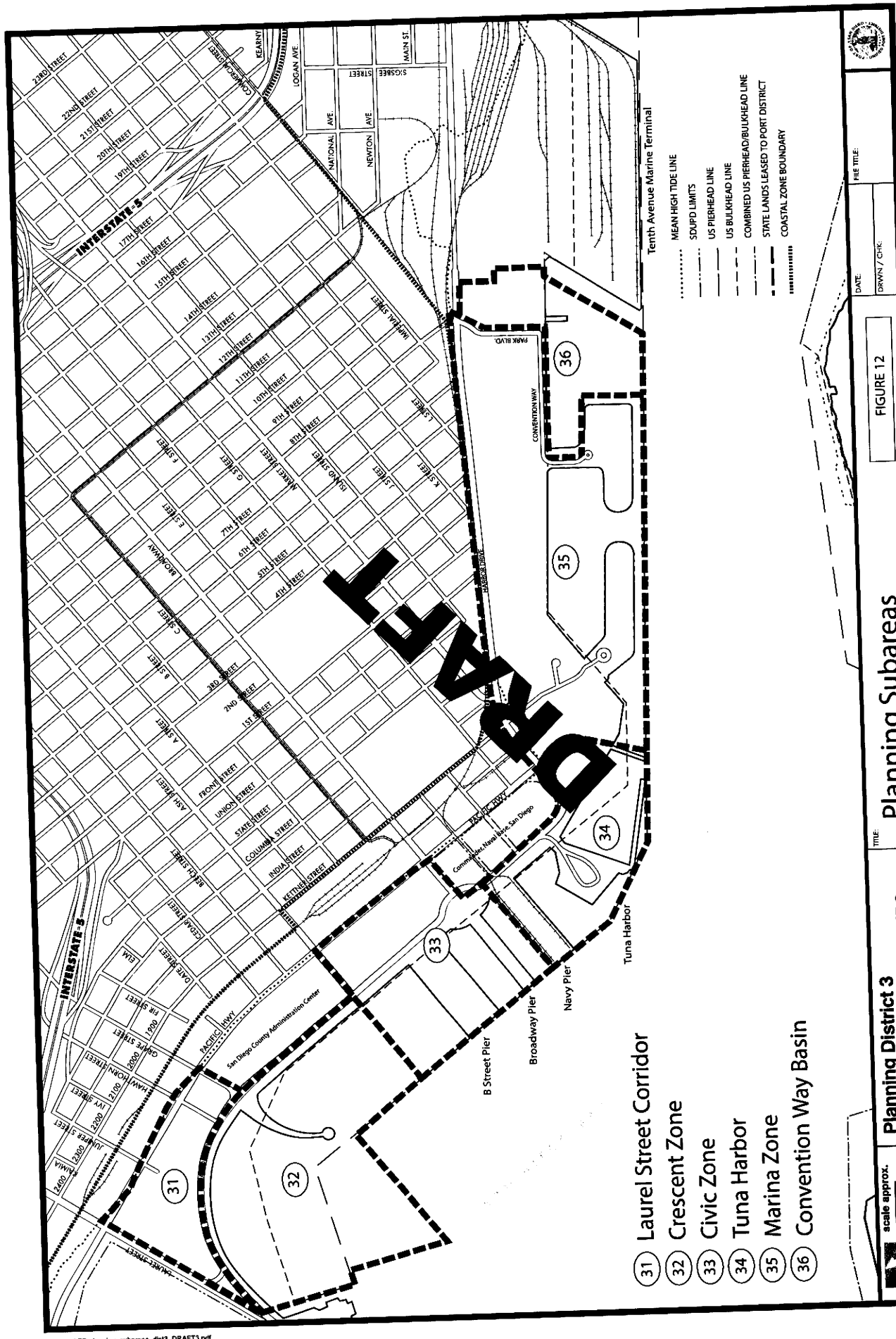
Tenth Avenue Marine Terminal

# Affected Area











# San Diego Convention Center Public Access Program

A Supplemental Document to the ~~Convention Center~~  
~~Expansion-Port Master Plan Amendment~~

~~Revised May 2012~~  
*Revised 10/7/13*

# Convention Center Expansion Public Access Program

TABLE OF CONTENTS	PAGES
<b>Executive Summary .....</b>	<b>3</b>
<b>The Public Access Program Concept .....</b>	<b>5</b>
Corridors, Linkages, and Routes.....	5
Convention Center Accessways .....	6
First Avenue Corridor .....	6
Fifth Avenue Corridor (Skywalk) .....	7
Eighth Avenue Corridor .....	8
Park Boulevard Corridor.....	8
Rooftop Public Space.....	9
Embarcadero Promenade.....	11
Linkage to the City's Linear Park .....	11
Linkage to Public Transit .....	12
Kinds and Intensity of Uses .....	12
Markings and Guides .....	13
Coastal Access Signs .....	13
Guide Displays .....	14
Brochures .....	14
News Media .....	14
Reservation of Public Service Capacities for Recreational Purposes.....	14
Implementation Schedule .....	15
<b>Compliance with Coastal Act Policies .....</b>	<b>16</b>
<b>FIGURES</b>	
1      Title	After Page
Illustration of Concept: Public Access Program.....	17
<b>ATTACHMENT</b>	
A      Public Realm Design Principles and Programming Plan	17

# ~~Executive Summary~~

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## Executive Summary

This San Diego Convention Center Public Access Program is a supplemental document to the Port Master Plan and is proposed to be amended for the Phase III Expansion to the San Diego Convention Center, as described in the Port Master Plan Amendment for the San Diego Convention Center Phase III Expansion and Expansion Hotel. This document supersedes the November 1995 Public Access Program for the San Diego Convention Center Expansion. This Program identifies the existing and proposed geographic areas proposed for accommodating maximum and direct public physical access to the shoreline in the vicinity of the expanded Convention Center. This Public Access Program is a segment of a larger, comprehensive system of public access for District lands on San Diego Bay. The access corridors and routes established in ~~the~~ this Program include the reservation of public service capacity for the kinds and intensity of uses for all the public, consistent with public safety needs, guidelines of the current version, Americans with Disabilities Act, the protection of public rights and the rights of private property owners. Access provisions have been coordinated with the carrying capacity of coastal resources and public improvements to avoid overuse and overcrowding.

The foundation of the Public Access Program in the Convention Center area begins with the identification of the nearest public roads to the shoreline, consisting of Kettner Boulevard, First Avenue, Fifth Avenue and Park Boulevard extended to the shoreline. ~~and Eighth Avenue extended.~~ These ~~two~~ streets provide vehicular and/or pedestrian access to the shoreline on the bayside of the Convention Center. Three pedestrian ~~accessways exist connecting these routes to the shoreline.~~ are located at either end of the proposed Convention Center building as well as a special elevated skywalk and extended terrace that will provide scenic vantage points for viewing the coastline and maritime activities on San Diego Bay. One lies immediately on the western edge of the Center, one traverses the top of the Center via a stairway and an automated funicular at Fifth Avenue, and another, which exists at the eastern edge of the Center aligns with the new pedestrian bridge crossing over Park Boulevard to the shoreline. This easterly approach lies entirely within a protected view corridor that follows Park Boulevard to the shoreline, and, notably, the easterly extension of the Convention Center itself has been held well back from the western edge of this view corridor to provide a wide view of the bay from the elevated pedestrian bridge over Park Boulevard.

The use of these accessways will be promoted and enhanced by the conspicuous posting of coastal (Bay) access signs as well as informational and locational signs; placement of seats, benches, trash receptacles, and other pedestrian access amenities; and the

distribution of visitor brochures and media information services. The City of San Diego and the operating entity of the Convention Center will retain primary responsibility for the maintenance ~~and liability~~ of the access ways, except as otherwise indicated.

Any construction activities associated with the Convention Center Expansion shall minimize impacts to public access. Access to the promenade and Embarcadero Marina Park South shall remain available during construction.

# THE PUBLIC ACCESS PROGRAM CONCEPT

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## THE PUBLIC ACCESS PROGRAM CONCEPT

### *CORRIDORS AND LINKAGES*

#### *Corridors, Linkages, and Routes*

The expanded Convention Center pays particular attention to creating a dramatic expansion of public access to the Bay itself – both physically and through the development of approximately five acres of easily accessible, permanent public space on the roof of the expanded Center. This expansion will offer the public an amount of public space on the Bay that is unprecedented in downtown San Diego, and will offer the public views of the Bay, Coronado, North Island and the maritime activity which are not available anywhere except from private residences, hotels and clubs.

The nearest public roads in the vicinity of the Convention Center and the shoreline are the nearest public roads to the shoreline are Harbor Drive, Kettner Boulevard, Fifth Avenue and Park Boulevard, and Eighth Avenue extended (Convention Way). Both Kettner Boulevard and Convention Way Each provides vehicular and pedestrian access to nearly to the shoreline, with ample pedestrian ways extending beyond the vehicular domain to the shoreline itself, and the public shoreline parks, which comprise roughly totaling 22 acres 27 acres (including 22 acres of existing parks plus 5 acres of rooftop public space on the expanded Convention Center), on the bayside of the Convention Center. Figure 1 graphically illustrates the comprehensive public access system embodied in the Program.

The Embarcadero Promenade has been expanded to connect from Kettner Boulevard at Seaport Village to the Hilton Hotel at Park Boulevard with a 35-foot wide promenade for pedestrians and bicycles on the bayside of the Convention Center expansion, and Convention Way, the two public streets, are linked, for public access purposes, by a 14 foot wide pedestrian and bicycle access easement developed and used by the public as a shoreline promenade. This promenade maintains its shoreside location for six miles from the Convention Center to Spanish Landing Park. Ultimately, the promenade terminates along the shoreline of Shelter Island. The entireThis route ultimately extends north to Shelter Island and is designed and lighted for evening use and is compliant accessible under with the provisions of the Americans with Disabilities Act. It is lighted for evening use.

#### Convention Center Accessways Access Ways

~~The~~This Access Program provides three public pedestrian routes over and around the Convention Center, plus a total of four elevator access points to provide access to the new rooftop public space above the expanded Convention Center. ~~Three~~Two of these routes exist, on the west end of the center, over the top of the center at 5<sup>th</sup> Avenue via the existing funicular and stair, and across the new Harbor Drive pedestrian bridge at Park Boulevard. ~~the third will be constructed as part of the Convention Center expansion.~~ The circulation options around and through the convention center building are illustrated on ~~The~~ access ways are shown in Figure 21. These vertical access ways connect the Embarcadero shoreline promenade with existing sidewalks along Harbor Drive and Downtown San Diego. The three public access ~~ways~~routes connect to all three of the improved public street crossings of the railroad tracks that are closest to the Convention Center at First Avenue, Fifth Avenue and Park Boulevard ~~Eighth Avenue.~~

The pedestrian crossings across over Harbor Drive at First and Fifth and Eighth Avenues are supplemented by the new pedestrian bridge over Harbor Drive at Park Boulevard, and together these routes provide direct access to the four elevator access points to the top of the Center and the Rooftop Public Space. ~~currently are the primary means of access to the three vertical access routes.~~ All street crossings (except Park Boulevard) are at existing grade level and are signalized to enable them to be activated by in-road vehicle sensors or by pedestrian push buttons. ~~Under the proposed Program~~ The existing Harbor Drive is also somewhat will be partially depressed to provide access to parking below the Convention Center. ~~permit vehicular entrance directly into the existing Convention Center underground parking structure from Harbor Drive.~~ With a safer and more direct path, The total of these pedestrian access improvements plus the new Rooftop Public Space are expected to attract it is expected that an increasing proportion of access to the shoreline by cyclists and pedestrians. ~~number of people will elect to walk to the Convention Center and the Bay from the Gaslamp Quarter and Downtown.~~

#### First Avenue Corridor

The First Avenue Corridor begins at the south end, or foot of First Avenue. Pedestrians can cross to the south side of Harbor Drive by utilizing a vehicle or pedestrian-actuated ~~activated~~ traffic signal. A pedestrian access easement extends east along Harbor Drive, 250 feet southeast to a point just west of the Convention Center. This section of the route is an 8 foot wide concrete sidewalk on the south side of Harbor Drive. At the Convention Center, the route turns right (west) and follows a sidewalk a 13 foot wide easement along the side of the Convention Center. It then continues along a for approximately 200 feet. It then descends eight steps and continues along a 12' wide path to the Marriott Hotel building, where it turns left (south) and continues along a 13' wide easement, path following along the side of the Convention Center. The 5' wide

concrete path through this section meanders through well-maintained landscaping consisting of palms, ferns, trees, and shrubs. ~~It continues through the Marriott Hotel's parking lot on a 10' wide easement, where the pedestrian has a choice of walking across the parking lot to a small 4' wide sidewalk with no curb cut, or walking slightly right (west) to the handicapped parking access aisle and proceeding along a 10' wide-~~ The path then proceeds to the Embarcadero Promenade. This route is in compliance with the Americans with Disabilities Act.

~~The route is accessible to wheelchairs except for the eight steps mentioned above. An alternate route for wheelchairs has been provided across the vehicular entrance into the Convention Center's parking garage, however this is not on the designated route. The Program objective is to provide an accessible ramp at the steps to make the route completely accessible, as required in the Americans with Disabilities Act (ADA). Wheelchair ramps (curb cuts) are provided at all curb crossings.~~

The Program ~~contemplates furnishing~~ has provided appropriate public (Bay) access signs at both ends of the route; at Park Boulevard (former Eighth Avenue), Imperial Avenue, and Harbor Drive; and at every change of direction when guidance is needed.

The route is open to the sky along its entire length, except for three sections where a portion of the Marriott Hotel is cantilevered over approximately half the width of the walk. These sections still provide 8' foot high clearance along the walkway. The route is lighted with ambient light provided by nearby buildings and parking lots, and by light fixtures attached to the Convention Center and Marriott Hotel. ~~Since most of the route is on the Convention Center property, the center maintains that section. The Marriott Hotel maintains the remainder of the route.~~ It is estimated that this public access route segment is about 900 feet long from Harbor Drive to the Embarcadero Promenade. ~~It is the objective of this Program to make it better known and utilized.~~

#### *Fifth Avenue Corridor (Skywalk)*

The Fifth Avenue Access Corridor begins at the south end (foot) of Fifth Avenue. Pedestrians cross to the south side of Harbor Drive by utilizing the vehicle or pedestrian-~~actuated~~ activated traffic signal.

The existing Convention Center ~~includes expansion plan envisions~~ a pedestrian way ~~with a minimum width of 20 foot width~~ feet ascending the building by means of stairs and a funicular ~~and~~ elevators to a viewing terrace, which will be equipped with seats, telescopes, interpretive signs, public art, and other attractive features. The seats, telescopes, and signage will be installed prior to the issuance of the final Certificate of Occupancy for the expansion. The location of the benches, telescopes, and signage is shown on Figure 21. The subject matter of the terrace signage on the expanded, as well

as existing, Convention Center will contain information on landmarks, maritime activities, Bay history and Bay coastal ecology. ~~The Stairs and an elevators will~~ accommodate a direct descent to the Embarcadero Promenade. The total elevation gain ~~is roughly will be about~~ 57 feet. The total length of the route is between estimated ~~to be approximately 400 to and~~ 500 feet depending on the route selected by the individual. ~~Illustrations of the Bay Access Skywalk Corridor, prepared by the Convention Center Design-Build Architectural team, are presented in Figures 3, 4, 5, and 6.~~

This access way ~~was provided~~ is designed to allow the public to cross over the ~~expanded~~ Convention Center and to provide access to the scenic vista points offered by the Center's bayside terraces without creating conflicts with Convention Center meeting and other functions. It ~~is will~~ still be possible, ~~however,~~ for conventioners to entering the building Convention Center from Harbor Drive ~~to also be able to walk through the building to the southwest side and~~ access the Embarcadero Promenade down the Center's bayside stairs. Coastal access signs ~~have been~~ will be installed ~~where~~ appropriate along this route. The funicular, stairs, and terraces and route are ~~will be~~ maintained by the Convention Center operator.

#### ~~Eighth Avenue Corridor~~

~~The existing Eighth Avenue Corridor that previously provided pedestrian access across Harbor Drive to the Convention Center has been replaced due to the development of the major league baseball stadium, Petco Park. The newly constructed pedestrian bridge over Harbor Drive at Park Boulevard replaces this access route to the shoreline, begins at the south end (foot) of Eighth Avenue, utilizing a vehicle or pedestrian activated traffic signal. Pedestrians will be able to cross to the southwest side of Harbor Drive and access the urban plaza located at the southern end of the expanded Convention Center and proceed to sidewalks along both sides of Eighth Avenue. A 5-foot wide concrete sidewalk presently continues west along Eighth Avenue to Convention Way, where it turns right (northwest). The sidewalk continues along the northeast side of Convention Way until it reaches the Convention Center. The path crosses the service entrance into the Convention Center and continues on the street for about 30 feet until it enters the pocket park at the south corner of the Convention Center. A paved section of the park leads to the Embarcadero Promenade.~~

~~The entire route will be accessible under the Americans with Disabilities Act. The estimated length is 1500 feet. Under the Program, coastal access signs will be installed. Lighting is provided by street lights and ambient. New lights will be installed with the Convention Center expansion project. This route will be maintained by the Port District.~~



#### Park Boulevard Corridor

The Park Boulevard Corridor (formerly Eighth Avenue) has an above-grade signature pedestrian bridge that crosses over Harbor Drive. This important linkage leads pedestrians directly down a stairway to Park Boulevard and Convention Way south of Harbor Drive. Access is also available to wheelchairs via the elevator within the parking garage directly from the southerly end of the bridge. This linkage is an important step in establishing a long-discussed "Bay to Park" link connecting San Diego Bay to Balboa Park. An expansion to the Hilton Hotel will also provide an elevated public pedestrian accessway that will link the pedestrian bridge with the Embarcadero Promenade. The elevated pedestrian accessway will culminate with a new staircase from the existing porte-cochere to ground-level adjacent to the Embarcadero Promenade.

The pedestrian route south to the Embarcadero is via a generous concrete sidewalk that connects directly to the 35 foot wide concrete Embarcadero Promenade at the Hilton Hotel and adjacent park area. This access way will remain under this Program.

This program will add additional access ways to link Park Boulevard to a new, east-facing entry to the Convention Center. Pedestrians will be able to travel from the Park Boulevard route to the Hilton Hotel across the Convention Way via at-grade crossings that are controlled by vehicle or pedestrian activated signals. This existing route is confusing and challenging for pedestrians due to a very wide cross section of Convention Way and a lack of traffic controls. A new intersection will be established that will link a vehicle drop off area in front of the east face of the Convention Center to Convention Way, creating a more clear and comfortable pedestrian access to the west side of Convention Way.

On the west side of Park Boulevard there will be a concrete sidewalk leading along the east face of the Convention Center from Harbor Drive to a new public lobby at the Convention Center. This public lobby will provide access to the Rooftop Public Space in a pair of elevators that will have only two stops – ground level and rooftop level. This lobby will be glass-enclosed, well-lighted, and visible from Park Boulevard to maximize a welcoming appearance to the public. This lobby will not be connected to the Convention Center east doors, to allow the operation of the public elevators and lobby to be managed independently from management of the Convention Center east entry. These facilities will be maintained by the Convention Center.

The Park Boulevard corridor is equipped with seats, public artwork, and landscaping.

#### Rooftop Public Space

This program will provide approximately 5 acres of accessible public space on the rooftop of the expanded Convention Center. This space will be designed as a "green

roof" as well as a place for events, daily relaxation, special performances, and gatherings of several scales. In most ways it will act as an urban park, however it will be managed and maintained by the Convention Center.

The Rooftop Public Space will be accessible in several ways, and has been designed to encourage strolling and movement between the many access points. This movement is key to the enjoyment and daily activation of the space, providing comfort, interest and personal security by virtue of the presence of people. On the eastern end of the space the public elevators that lead directly up from the Park Boulevard public lobby will open directly onto the rooftop and an overlook of the Bay. This view will provide an experience to the public that is not available today from other public locations. Sweeping views of the 10<sup>th</sup> Street Marine Terminal, across the Bay to Coronado, and up toward North Island will all be available.

The rooftop public space will include spaces of open lawn, for gathering or play; garden areas of a mix of perennial flowering plants and shrubs, groves of small trees to make garden "rooms", and a system of pathways that will provide for interest and a choice of routes through the gardens. The intention of the Program is to create a social space that will offer experiences that are not available in Downtown, where park space is sorely lacking. This space will be open to the public and managed for public access during hours similar to that of other Port parks and will be publically accessible 85 percent of the year.

The Rooftop Public Space will be accessible by three additional elevator access points in addition to the existing funicular and Skywalk from Harbor Drive: a new elevator access point and stair on the south end of the Skywalk, an elevator access point that will rise from a public lobby on the Embarcadero Promenade directly to the rooftop approximately in the middle of the park and along the southern edge of the expansion building and an elevator access point that will rise from the Park Boulevard area from a public lobby on the east end of the expansion building.

In addition to these mechanical lifts, which provide full accessibility under the provisions of the Americans with Disabilities Act, direct access from the Embarcadero Promenade will be provided along a sloping walkway that meets the Embarcadero Promenade at the southeast corner of the expanded Convention Center. This walkway will be a minimum of 20 feet wide and will include periodic planted areas, resting and viewing areas. It will be sloped at a maximum of 1 foot rise for every 20 feet of travel, a slope which qualifies as an accessible route under the Americans with Disabilities Act. This walk will travel to the southwest corner of the Convention Center expansion, meeting the southwest corner of the new Rooftop Public Space. Together, the numerous elevators and walks that reach the rooftop will be interconnected with walkways within

the Rooftop Public Space that will facilitate multiple routes through the rooftop lawns and gardens.

The Rooftop Public Space will be designed to include a performance area on its western end, near the location of the existing skywalk. A new freight elevator will be provided to bring equipment, supplies and people from the Convention Center loading dock level and interior areas directly to the rooftop. This will enable setup and breakdown for performances and special events of several scales with minimum disruption to the usability of the public space. Management and programming of this space will be by the Convention Center.

The primary purpose of the rooftop park/plaza is to provide passive public recreational opportunities; however, on occasion, portions or all of the 5-acre rooftop park/plaza may be utilized for organized events. At these times, only portions of the area would need to be secured or cordoned off for ticketed admittance. Such events could include large concerts associated with corporate incentive type groups consisting of up to 4,000 individuals. Other events could include receptions with light music; outdoor catered banquets of various sizes; chef's table tastings; and commercial photo, video, or movie shoots.

Completion of the rooftop park/plaza will be required prior to the issuance of a final Certificate of Occupancy for the Convention Center Expansion.

#### *Embarcadero Promenade*

The Program will incorporate the recently completed 35-foot wide promenade from the Hilton Hotel to the existing promenade near the entry to South Embarcadero Marina Park. The promenade will be a continuous 35-foot wide concrete public space, with lighting, benches and periodic planted areas to provide comfortable use and access for pedestrians and cyclists.

The Promenade will be located just south of the extended Convention Way, which will run between the Promenade and the Convention Center building as expanded. The roadway will be roughly 25 feet wide with one lane of vehicular traffic in each direction. There will be a sidewalk 10 feet wide on the north edge of the roadway, with lights and periodic plantings. This walkway will be attached to the face of the building which will have occupied space to be leased by the Convention Center to retail or other tenants. This use along the Embarcadero will activate the bayfront, creating a destination and services that will support public use.

#### *Linkage to the City's Linear Park*

The Convention Center accessways provide a link to the Martin Luther King Jr. Promenade linear park which runs parallel to, and north of, Harbor Drive. The City of San Diego ~~has~~ will be developing ~~developed~~ this park as a system of public greens, parks, water features and plazas from First Avenue to the Ballpark on 7<sup>th</sup> Avenue, ~~a major civic pond and park at the foot of Front and First Avenues, which will attract a large number of diverse people.~~ People who use this park, visitors and residents of the Gaslamp District will be able to use this Program's many access ways and public spaces to enhance their access to the shoreline, Embarcadero Promenade and Rooftop Public Space. ~~Many of these visitors may desire to be near the Bay, and so can use the First Avenue Corridor for that purpose. The City of San Diego, included through the Centre City Development Corporation, has agreed to implement an appropriate bay access signage and information program in the park, as well as in the Gaslamp Quarter and other adjacent major visitor facilities.~~

#### *Linkage to public transit*

Links to public transit also form an important element in encouraging people to use the coastal access routes. The San Diego Trolley runs along railroad tracks just north of Harbor Drive. The Gaslamp/Convention Center trolley station is located at Harbor Drive and Fifth Avenue, directly across from the Convention Center and the ~~proposed~~ Fifth Avenue ~~Corridor~~ funicular and Skywalk coastal (bay) public access route. Public transit buses stop one block away at Fifth Avenue and K Street. Bus patrons can also use the Fifth Avenue crossing of Harbor Drive to reach the coastal access routes.

### **KINDS AND INTENSITY OF USES**

Once pedestrians gain access to the Embarcadero Promenade through any of the three ~~vertical~~ coastal access routes they have several recreational options. One is to stroll along the promenade, enjoying the views of sailboats in the marina, activities on Embarcadero Marina Park and the Bay in the distance. Another is to walk to the north or south end of the Embarcadero waterfront Promenade and enter either ~~the north or south~~ arms of Marina Park. Here are landscaped picnic areas, basketball courts, a public fishing pier and wide lawn areas. At the north end is Seaport Village, a popular specialty shopping area. The south arm also contains ~~the Chart House~~ a full-service restaurant. Some people may want to use the Promenade to access the Convention Center's elevated terraces, elevated vista points, Rooftop Public Space ~~or the skywalk~~ or to visit the marina or the ~~two~~ hotels and restaurants at either end of the Promenade, along the way to Seaport Village. ~~Appropriate comparable public access amenities will be provided on the terraces of the existing Center.~~

~~These uses determine the composition and intensity of the pedestrian traffic expected to use the access routes. The Port District surveyed pedestrian traffic along the Embarcadero Promenade on Friday, August 19, 1994, a typical summer weekday. A total of 613 people passed the Convention Center steps during the eight daytime hours surveyed, an average of 77 people per hour. The maximum was 129 per hour. Seventy-three percent were walkers or stroller, 14% were bicyclists and 10% were joggers.~~

Based on the kinds of uses arrayed along the Embarcadero Promenade and in the Rooftop Public Space, it is estimated that coastal access path users would be composed of residents of nearby downtown housing, ~~conventioneers~~, patrons, downtown workers, tourists, and employees of the hotels, restaurants, and marina along the walk. Given the scale, views, and intended programming of the Rooftop Public Space it is further expected that the rooftop will be a destination that attracts users from a wider area than Downtown that will further populate the waterfront with activity. The rooftop public space will be integrated into the public spaces in the South Embarcadero. The Public Realm Design Principles and Programming Plan (see Attachment A) describes and defines how the use of the public spaces will be enhanced, encouraged and synergized.

~~Existing peak use during the summer is generated by the San Diego Symphony, which attracts from three to five thousand people to each of the approximately sixty-four Summer Pops concerts on Embarcadero Marina Park South. It is expected that Eighth Avenue will continue to be used as the major access corridor for these concerts, as well as by recreational users of Embarcadero Marina Park South.~~

## MARKINGS AND GUIDES

All public access routes, including the existing Convention Center Bayside terraces and the Embarcadero Promenade, have been ~~will be~~ adequately marked with appropriate public access and directional signs and pavement markings. ~~Because of the close proximity of the existing Center and the Marriott Hotel, s~~ Special attention will be given to marking coastal access routes and directions with the modifications along Convention Way and the Rooftop Public Space elevators and access walkways. signing and enhancing the First Avenue public accessway to the Bay.

~~The Port District's and City of San Diego/Centre City Development Corporation multi-media public access information program, when taken together with significant new public access stairs, skywalk, urban plaza, Harbor Drive crossing and Convention Center bayside terraces, will significantly enhance public awareness and practical accessibility to these major public access resources. The Convention Center Design-Build team will include pavement markings as part of the design treatment in the Convention Center~~

~~Expansion area, including the skywalk, to guide the public to the Bay. The City is responsible for compatible pavement markings in upland areas.~~

#### *Coastal Access Signs*

~~The Standard "Coastal (Bay) Access" Public access signs will be installed in clear view along the coastal access routes and at changes of direction along these routes; and at the entrance to each of the vertical routes; and at each end of each lateral route. at the entrance to each of the vertical routes and at each end of the lateral route. Signs will be installed at every change in direction, or every 300 feet, whichever is less. Pavement markings will be used to direct pedestrians across open areas, such as the new intersection at Convention Way and the Hilton Hotel. parking lot on the First Avenue Corridor or the skywalk. The San Diego City Manager has also expressed the City's support for and commitment to implementing the Public Access Program inland of Harbor Drive in conjunction with the Centre City Development Corporation. The proposed locations of directional Bay access signs that the City of San Diego is responsible for erecting in the downtown area are illustrated in Figure 7.~~

An integrated wayfinding program that will recognize the partnership with the Port, City of San Diego, and Coastal Commission shall be developed prior to issuance of a Coastal Development Permit for the Convention Center Expansion; the wayfinding program will be prepared by Permittee. The comprehensive signage package will address size, location and placement of public access signage, including directional signage to/from the bay and city. The program may include replacement of existing signage to better facilitate a comprehensive wayfinding system.

#### *Guide Displays*

The Port District has erected a number of "You Are Here" displays around the Bay, to help visitors identify their location and obtain directions to desired destinations. The coastal access routes will be added to the displays that are in appropriate locations.

#### *Brochures*

Brochures that illustrate and describe the public access routes will be produced and distributed to businesses and tourist attractions around the Convention Center. In particular, the Gaslamp Quarter businesses have been, and will continue to be encouraged to display the brochures, since many of the potential users of the accessways are visitors wanting to walk from the Gaslamp area to the Bay. The access ways have will also been added (and will be updated) to other Port maps and guides, where coastal access is featured. ~~A sample brochure concept is attached as Figure 8.~~

### *New Media*

The Port District will continue to utilize a wide variety of media, including but not limited to radio, television, website and ~~the printed~~ media to advise people of the various coastal access routes. Feature articles about the new Convention Center expansion will highlight the enhanced efforts being made to provide public recreation, activity and access to the Bay over and around this structure, and to point out the public views and activities on the Rooftop Public Space, terraces and walkways. ~~from the new and existing access terrace and elevated vista points at the Convention Center expansion~~

## **RESERVATION OF PUBLIC SERVICE CAPACITIES FOR RECREATIONAL PURPOSES**

Coastal Act policies encourage community plans to reserve sufficient capacity within their circulation system, or within other provided public service facilities, to permit the public access to coastal recreation resources. For example, coastal access roads should be adequate to allow for the expected traffic generated by visitors to a public park. In the case of the Convention Center expansion, the capacity of the vertical and lateral access routes are expected to be adequate to allow unrestricted passage by the expected volume of pedestrian traffic. Based on estimated volumes of traffic, sufficient capacity has been designed into the routes to permit continued public access. ~~Further studies will enable the Port District to determine more accurately the actual use of the access routes, and to evaluate whether additional public access improvements may be required in the future.~~

### **IMPLEMENTATION SCHEDULE**

All The existing access ways will remain open to the public throughout the construction period for the expansion of the Convention Center. Existing access ways along First Avenue and Fifth Eighth Avenue Corridors will not be disrupted during the construction. The Rooftop Public Space with its access walkways and elevators will open with the completion of the Convention Center expansion. ~~require additional work to improve them to the plan standards. The stair ramp required to bring the First Avenue Corridor up to ADA standards will be completed in 1996. The signs and pavement markings for these existing routes can be installed within the same time period. It is anticipated that construction of the Convention Center expansion will require some redesign of the Eighth Avenue Corridor to accommodate entrances into the expanded portion of the Convention Center, while providing parallel public walkways on both sides of Eighth Avenue and Convention Way to Embarcadero Marina Park South. The public~~



information portions of the Public Access Program, including the brochures, will be timed to coincide with the completion of the Convention Center expansion project. Public access signage for the new public access areas will be completed at this same time, however, will be improved at Harbor Drive and Eighth Avenue during Fiscal Year 1995-96.

The schedule for the opening of the Public Access Program's major element, the Fifth Avenue Corridor skywalk and Convention Center expansion terraces and urban plaza, will be tied directly to the issuance of the Convention Center occupancy permit (estimated in mid 1998).

## **Port Master Plan Amendment**

Public access issues are addressed in the following portions of the Convention Center Expansion Port Master Plan Amendment:

"Marina Zone projects will provide the southerly anchor for the Embarcadero development and the six mile long promenade that extends north to Spanish Landing Park along the waterfront. Pedestrian linkages from the upland areas will provide access to this lively activity center for residents and visitors alike" (page 88).

"Pedestrian linkage to the uplands is proposed around and over the convention center. North of the complex, an access walkway currently exists between the Marriott Hotel and the convention center. The center expansion proposal includes another public access connection with a minimum of 20 feet over the convention center connecting Fifth Avenue with the shoreline walkway. At the intersection of Eighth Avenue and Harbor Drive, the promenade connects with the adjacent Gaslamp Quarter pedestrian and trolley facilities from an extension on the south end of the convention center expansion and along both sides of Eighth Avenue and Convention Way. The District, in conjunction with the City of San Diego, will implement a public access program of signage, pavement markings, amenities and public information to inform and invite the public to the waterfront, as is more specifically shown in the District's "Public Access Program", November, 1995, which is incorporated by reference into the master plan." (page 89)

The graphic illustration of planned land use and circulation for District lands in the Centre City and Embarcadero area is shown in Figure 9.

## **Compliance With Coastal Act Policies**

This Public Access Program supplements the Port Master Plan Amendment for the San Diego Convention Center Phase III Expansion and the Hotel Expansion project, in which it is included by reference. The Amendment is governed by the California Coastal Act, Chapter 8, Ports, which provides that all port-related development, such as the Convention Center Expansion, shall be located, designed, and constructed so as to provide for other beneficial uses consistent with the public trust, including recreational uses, to the extent feasible. (Section 30708(d).) The proposed amendment is consistent with that Section because it implements the Coastal Act public access standards and objectives.



## Attachment A

### San Diego Convention Center Phase III Expansion Public Realm Design Principles and Programming Plan

#### Purpose and Intent

The purpose of this plan is to describe and define how public use of the public realm spaces to be developed and improved by the San Diego Convention Center Phase III project will be encouraged and enhanced. For the purposes of this plan, the public realm is the rooftop park/plaza and ground level public spaces including Embarcadero Marina Park South.

The design of the public realm shall be integrated into the South Embarcadero to create a cohesive waterfront visually and experientially connecting the rooftop park/plaza with the ground level public spaces, the promenade adjacent Convention Way, the Water Transportation Center, Embarcadero Marina Park South, and the promenade adjacent the San Diego Marriott Marquis & Marina and the Hilton Bayfront Hotel.

The public realm will be multi-functional, flexible, and balanced in design to be conducive both to daily public use and special events, while still respecting the need to maintain the daily operations of the San Diego Convention Center and maritime operations of existing (and historically used) water-dependent uses at the Water Transportation Center. The design of all public realm spaces will be integrated to promote visual and experiential connectivity and will include a variety of features designed to create an attractive and welcoming pedestrian experience such as paving surface color, paving treatment and texture, lighting, and furniture.

The San Diego Convention Center applicant shall participate in the Port's special event waterfront program under a master special events permit consistent with the Port's then-applicable guidelines. Programming shall include a wide range of non-profit and for-profit activities to attract local residents and visitors to the public realm year-round and will allow the adjacent Hilton San Diego Bayfront Hotel to participate in the use of the rooftop park on a limited basis for special events. The public realm shall be programmed to encourage a variety of low to no-cost recreational activities and designed primarily with public use in mind. Fencing, utilities, and other obstacles to visual and physical access will be minimized to the extent feasible and shall only be allowed as necessary for security.

#### Design Principles

The San Diego Convention Center applicant must comply with the following design principles:

1. Maintain the flexibility and availability of the public realm for public use and special events.
2. Include surface color, treatment, and textures that promote recreational opportunities and the feeling of connectivity between the public realm spaces such as the rooftop park and entrance to Embarcadero Marina Park South.
3. Integrate surface design features to encourage continuous walking, jogging, and biking.
4. Promote activity zones such as child play areas, games, dancing, art exhibits, yoga, and designated bay vista areas.

5. Implement and promote design features and amenities reflecting the history of San Diego Bay and the environmental benefits of the public realm spaces, specifically the rooftop park, in partnership with local educational and environmental organizations.
6. Coordinate with event planners and special event organizers to enable suitable public realm spaces for concerts, festivals, and other public events.
7. Incorporate San Diego Bay and coastal access signage at key areas including Canyon Path, Embarcadero Marina Park South, and Park Boulevard.
8. Integrate the design of the public realm into the broader South Embarcadero.
9. Design the public realm spaces to enable maximum use for the general public but allowing for special events such as public meetings, nonprofit events, Port-sponsored events, and private events as permitted.
10. Comply with other design principles developed through public outreach.

#### Programming Criteria and Special Events Programming

The San Diego Convention Center will develop and manage a special events program for activation of the public spaces within the project area. The program will be developed in collaboration with the Port and will, wherever possible, include integration with broader Port-sponsored special events around the Bay generally with special emphasis on the South Embarcadero area. Although the program will be developed around major Convention Center and South Embarcadero events, it will emphasize the use of public spaces within the project area as venues for public events and as public gathering places as opposed to venues for the exclusive use Convention Center delegates.

The program will include a wide range of non-profit and for-profit activities to attract local residents and visitors to the Bay for a year-round use of the public spaces within the project area will be program to encourage a variety of low to no-cost recreational activities. Special events could include, but not be limited to, festivals, art shows, weddings, receptions, and group fitness activities.

The San Diego Convention Center as the site manager for the City of San Diego will prepare and submit to the Port on an annual basis a report detailing public use of the public spaces within the project area for the prior year the success of its special events programming. The submittal may take the form of a written report or digital report published to the San Diego Convention Center's website, a link to which will be delivered to the Port annually. The annual report will address attendance at major events as well as a breakdown of the events in the following categories: general public—ticketed admission, general public—free admission, Convention Center delegates only, and private events—no general public admission. In addition, the annual report will also include suggestions and programming alternatives designed to increase public use of the public spaces within the project area.

#### Retail Merchandising, Design and Activation

The retail portion of the project area on Convention Way will include a mix of retail establishments designed to complement the public use and programming of the project area. Design of the retail

spaces will emphasize creation of a unified waterfront design for the Promenade and Convention Way by including the following design elements to promote activation along the Embarcadero.

1. Include outdoor seating tables and chairs, benches, lighting, plants, bicycle racks, signage.
2. Provide public restrooms.
3. Through signage, building materials and design, promote visibility and use of public elevators for rooftop park access.
4. Pedestrian scale roadway of only two traffic lanes.
5. Multiple wide pedestrian crossings.
6. Traffic calming design features and raised table-top pedestrian crossings to visually and experientially connect the Promenade and retail area.
7. Convention Center event trucks restricted to entrance/exit only on Park Boulevard.

**SOUTH EMBARCADERO PUBLIC ACCESS PROGRAM**

**SOUTH EMBARCADERO  
PUBLIC ACCESS PROGRAM**

SAN DIEGO UNIFIED PORT DISTRICT  
ENVIRONMENTAL & LAND USE MANAGEMENT DEPARTMENT  
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SAN DIEGO, CALIFORNIA 92101-1128  
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MAY 26, 1998  
~~Amended FEBRUARY 2006~~  
Amended NOVEMBER 2012 (includes Marriott revisions)  
Revised 9/20/13



## **SOUTH EMBARCADERO PUBLIC ACCESS PROGRAM**

- Contents:
1. South Embarcadero Public Access Program, as amended ~~February 2006~~ May 2012
  2. Planning District 3 – Table A – Access and Recreation Components
  3. South Embarcadero Public Access Map
  4. Marriott Marina Terrace Activation

### **1. South Embarcadero Public Access Program**

The South Embarcadero Public Access Program defines and implements an extensive multi-modal pedestrian, bicyclist, mass-transit and automobile-based system to provide a variety of free and low-cost San Diego Bay waterfront public recreational opportunities for a broad range of individuals and families who reside in the region, as well as visitors. Access facilities will be constructed and maintained to be accessible to persons with disabilities.

The Embarcadero Promenade, which extends along 4,600 linear feet of San Diego Bay in Planning Subareas 34 (Tuna Harbor), ~~and~~ 35 (Marina Zone), and 36 (Convention Way Basin), offers an unparalleled pedestrian California urban waterfront experience, including a commercial and naval harbor, working fisheries, two publicly accessible piers, three shoreline public parks, recreational boating and ferry/water taxi facilities, and many water-related commercial recreational enterprises. The 70,000 SF Promenade also serves to provide convenient non-automotive pedestrian linkages between and among the San Diego Convention Center, hotels, and other commercial recreation uses in the Planning Area. As a result of improvements made through the South Embarcadero Redevelopment Program (SERP) I Port Master Plan Amendment, the Promenade alone can readily accommodate 10,000 persons at one time, or 30-50,000 persons per day.

Along the inland boundaries of the Planning Area, Harbor Drive roughly parallels the Promenade and provides a diversified multi-modal corridor. In response to increasing public interest, a substantially enlarged and landscaped 10-foot wide urban sidewalk, as well as designated driveway crossings and a unified multi-language directional signage program, will be incorporated along the west side of Harbor Drive.

The Old Police Headquarters (OPH) 1.0-acre open space Urban Plaza, pedestrian linkages around and through the OPH, and activating uses along the west side of Kettner Blvd, along with the existing 0.7-acre open space plaza adjacent to the Hyatt tower, will connect Harbor Drive, between California Street and Kettner Blvd, with existing Embarcadero Marina Park North. The open space areas will create visual and physical linkages from the OPH to the 3.5-acre waterfront park across Pacific Highway, as well as link to enhanced pedestrian connections to and along the Embarcadero through Seaport Village and along Kettner Blvd. These parks will be improved with environmentally sustainable features to enhance family recreation opportunities, and other recreational and access support facilities, such as lighting, paths, fitness course, signs, restrooms, water, telephones, tables, seating, and trash disposal.

**SOUTH EMBARCADERO PUBLIC ACCESS PROGRAM**

The proposed Phase III Expansion to the Convention Center will include an approximately 5.0-acre rooftop park/plaza, approximately 50-100 feet above grade. The rooftop park/plaza will be accessible from at least six access points, including: the grand stairs and funicular at Harbor Drive, the grand stairs and elevator at the southwest corner of the rooftop park/plaza, elevators at the south midpoint of the rooftop park/plaza, the landscaped inclined walkway, and the elevator along Park Boulevard, as well as one access point from within the Convention Center. The rooftop park/plaza will include a mix of hardscape and landscape, including lawns, grasses, wildflowers, shrubs, trees, wetland plants; and pavilions and formal and non-formal gardens with lighted paths and fixed and movable furnishings. Observation vistas will be placed at opportune locations throughout the rooftop park/plaza to provide views to the Bay and uplands skyline. Support facilities such as restrooms and power and water service will also be provided.

Eleven public accessways 15 to 60 (minimum) feet wide, and comprising a total of 8,000 lineal feet, will directly connect the Harbor Drive walkway in the Planning Area with the Embarcadero Promenade: (1) on the north side of Tuna Harbor, (2) on the breakwater-pier on the south side of Tuna Harbor; (3) along the foot of Pacific Highway, (4) along the foot of California Street and south through the rehabilitated OPH building; (5) along the west side of Kettner Blvd, (6) along Pier Walk, from Market Street at Harbor to the Tuna Harbor Pier (7) along Market Plaza to the Embarcadero at Seaport Village East (8) along Marina Walk between the existing Marriott and Hyatt hotels; (9) through the canyon path between the Marriott Hotel and the existing Convention Center; (10) in the Skyward elevated access between Harbor Drive and Embarcadero Marina Park South at the junction of the existing and expanded convention center elements; and (11) from ~~Eight Avenue~~ Park Boulevard Plaza along Eighth Avenue ~~Park Boulevard to Campbell Park and on to the Campbell Pier the waterfront.~~ These connecting accessways are united with existing upland (City) sidewalks at Pacific Highway, California Street, Kettner Blvd, Market Street, Front Street-Childrens' Park-First Street, Fifth Avenue, and Park Boulevard (former Eighth Avenue). The connecting accessways on Port lands are, or will be, improved with a variety of access support and safety components as shown in Table A (page 4). No existing accessway will be reduced in size or functional capacity. Pedicab service, including designated holding areas, will be provided in conjunction with all public access, public recreational, and commercial recreational facilities, including the Convention Center, consistent with the capacity of existing and proposed accessways, and with pedestrian safety.

As redevelopment within the South Embarcadero occurs, additional opportunities to maximize and enhance public access will be incorporated. The Marriott hotel's reconstruction of its Marriott Hall ballroom and meeting facility will enable construction of Marina Walk, a joint, cohesive public accessway spanning both the Marriott and Hyatt leaseholds (#8 above). Public views and public pedestrian connectivity to the Bay will be significantly improved through relocation of the large cooling towers, removal of tall landscaping and underutilized surface parking, and leveling of the existing grade. Approximately one half of the Marina Walk length will be a total of 50 feet wide and will contain a 40-foot-wide public pedestrian access corridor and a 10-foot-wide landscape buffer to help screen the adjacent Hyatt parking structure. The 40-foot-wide public access corridor will include a 33.5-foot-wide dedicated pedestrian walkway, a 2-foot width for intermittent benches and lighting, and a 4.5-foot-wide landscape buffer with low-level, drought-resistant shrubs and groundcover that shall not exceed 3 feet in height.

## **SOUTH EMBARCADERO PUBLIC ACCESS PROGRAM**

Adjacent to the existing approximately 10-foot-wide mechanical equipment enclosure on the Hyatt leasehold, the public access corridor may narrow to approximately 32 feet wide to allow for construction of a low-scale retaining wall and vine plantings to screen the enclosure. Marina Walk will contain amenities such as decorative paving, signage, public art features, low-level lighting, bicycle racks, benches, trash receptacles, a wheelchair accessible ramp, and restrooms open to the public during daylight hours. Marina Walk will widen to 80 feet as it approaches the Embarcadero promenade, and will widen to 145 feet at the Harbor Drive gateway to Marina Walk. At the project level, minor adjustments and revisions to the corridor, parking areas, and driveway may be made to increase the width of the walkway and improve connectivity between Marina Walk, Marina Terrace, and the Embarcadero promenade. Adjacent to this gateway, removal of the existing parking booths/gates and substantial narrowing of the entry drive (from 78 feet to 40 feet in width) will create a more inviting entrance and will encourage a more pedestrian-oriented environment. The Harbor Drive gateway area will be kept clear of physical barriers, signage, or visual obstructions that would discourage public use of Marina Walk. As part of the Marina Walk construction, the existing solid southeast façade of Sally's restaurant on the Hyatt leasehold will be partially replaced with windows, which will also improve public physical and visual access towards the Bay.

Visibility of Marina Walk will be improved through architectural treatment and orientation of the buildings on either side of the public accessway. The aesthetics and visual accessibility of the area will be enhanced through the use of contemporary, transparent architectural features and siting of the new Marriott Hall building, which will be reoriented such that its public side faces Harbor Drive. The maximum height of the new Marriott Hall shall not exceed 68 feet, including rooftop equipment and parapet wall, and the distance between the new Marriott Hall building and Hyatt parking structure shall be a minimum of 120.5 feet.

To further enhance and activate public access in the South Embarcadero, the Marriott proposes Marina Terrace, a 25,000-square-foot paved, flexible outdoor space at the bayward terminus of Marina Walk, adjacent to the Embarcadero promenade, to be accessible for use by the public as an open gathering and activity space when not in use for outdoor hotel events. During the times when Marina Terrace will be publicly accessible, approximately 85% of the year, the Marriott will provide and/or facilitate the provision of public pedestrian-activating amenities on Marina Terrace such as seasonal events/festivals, temporary visitor-serving retail such as food carts and food vendors, and placement of movable modular street furniture for public use on Marina Terrace. This modular furniture will include public benches, chairs, tables, and outside shade structures. At a minimum, the Marriott will ensure that permanent public seating is provided along the bayward perimeter of Marina Terrace. Six-foot-wide paved pedestrian accessways through the existing landscape buffer will ensure vertical pedestrian linkages between Marina Terrace and the Embarcadero promenade. Public pedestrian use of the Marina Terrace space will be further encouraged with consistent paving and low-level vegetation to help attract visitors along Marina Walk and the Embarcadero Promenade. To encourage interaction between the public spaces on Marina Terrace, Marina Walk, and the Embarcadero Promenade, the Marriott will promote and inform the public about various activities and pedestrian-serving amenities available at Marina Terrace through use of interchangeable signage and other methods of advertisement. In addition, Marriott will provide fixed picnic-type tables between Marina Terrace and the Embarcadero promenade on a permanent basis. See "Marriott Marina Terrace Activation" graphic for a potential concept of how Marina Terrace and the Embarcadero

### **SOUTH EMBARCADERO PUBLIC ACCESS PROGRAM**

promenade can be activated through Marriott's placement of permanent tables and seating and provision/facilitation of movable modular furniture and retail carts on Marina Terrace. The 35-space parking lot between Marina Walk and Marina Terrace shall be signed and designated for marina use (30 spaces) and public use (5 spaces).

Marriott's proposed improvements trigger its mandatory participation in the Port District's implementation of the permanent bayside shuttle system, discussed below. The bayside shuttle system will be operational prior to the opening of the Marriott Hall expansion, and Marriott's participation in the shuttle system will be a condition precedent to issuance of a certificate of occupancy for the proposed Marriott Hall expansion. To mitigate any potential parking shortfall that may result from the Marriott project, the Marriott is required to implement the parking management strategies as discussed in the South Embarcadero Parking Management and Monitoring Program (PMMP), as amended, which is incorporated by reference in the Port Master Plan.

The South Embarcadero Planning Area and immediately adjacent areas are presently served by publicly accessible automobile parking spaces, bicycle parking spaces, and three trolley and three bus stops. These spaces and transit stops will be maintained, although some may be relocated. To facilitate additional public recreational waterfront access opportunities, the Plan Amendment also provides for an additional water taxi landing at Tuna Harbor Pier (consistent with continued commercial fishing uses), additional automobile, new bicycle parking spaces and lanes, and three new bus stops along Harbor Drive (implementation of which will be in coordination with San Diego Transit). Throughout the South Embarcadero (G Street mole to the ~~Convention Center Hotel Complex-Hilton Bayfront Hotel~~), commercial development is also required to participate in and contribute a fair share to the Port District's implementation of a permanent bayside shuttle system that would serve and connect tideland uses along the waterfront, such as the Convention Center Hotel Public Parking Facility, hotels, Seaport Village, and other waterfront destinations. Although outside the South Embarcadero, the bayside shuttle should also provide service to the San Diego Aircraft Carrier Museum (USS Midway). In addition, this bayside shuttle system should include linkages to public roadside shuttle systems serving downtown San Diego, the airport, and MTS transportation hubs. Port District implementation of the bayside shuttle system is intended to serve visitors as part of an integrated waterfront access and parking program that the Port District shall pursue in conjunction with the City of San Diego, CCDC and MTS. The Port District will fund the bayside shuttle system at its cost and may seek cost recovery and financial participation consistent with its policies and practices and applicable laws. Cost recovery and financial participation may include: collection of fares, grants, advertising, voluntary tenant participation, mandatory tenant participation at the time of issuance of coastal development permits for Port District tenant projects within the South Embarcadero, and other sources as may be identified by the Port District. If rider fares are collected, fares will be kept at a low cost as compared to comparable transportation services within the region. The District will prepare a bayside shuttle system program and operational plan prior to the shuttle system commencing operations. Operation of the bayside shuttle system will occur as described in the Port Master Plan.

The unified public access directional and information signage program, as well as the environmental education signage program, are proposed to be expanded throughout the Planning

**SOUTH EMBARCADERO PUBLIC ACCESS PROGRAM**

Area, and to be augmented by works of public art. Substantial environmental education displays of San Diego's on-shore and off-shore coastal geology will be incorporated into the design of public access ways.

As part of the redevelopment of South Embarcadero, the pier adjacent to the Hilton San Diego Bayfront will be publically accessible 85 percent of the year. Perimeter railings and seating will be extended onto the public access pier, which will also be made ADA accessible. Completion of the improvements to the public access pier will be complete prior to the issuance of the final Certificate of Occupancy for the Hilton San Diego Bayfront Expansion.

Any construction activities in South Embarcadero shall minimize impacts to public access. Access to the promenade and Embarcadero Marina Park South shall remain available during construction.

# **SOUTH EMBARCADERO PUBLIC ACCESS PROGRAM**

## TABLE A - PLANNING DISTRICT 3, ACCESS AND RECREATION COMPONENTS

NAME	LOCATION	MAP REF. NO.	SIZE/PARKING	USE TYPES	FACILITIES
A. Promenade	Embarcadero	1	4600 LF 70000 SF	P,B,Rb,Ed,A:ha	VP,p,t,w,l,tl,b,tb,s
Segment 1	Laurel Broadway	2	5200 LF 72800 SF	P,B,Rb, Ed, A:ha	VP,p,l
Segment 2	Broadway Com	3	950 LF 3800 SF	P,B,Rb,Ed,A:ha	p,l
Segment 3	Tuna Harbor	4	800 LF 11200 SF 200/85 Spaces	P,B,Rb,Ed,A:ha	VP,p,l
Segment 4	Seaport Village	5	1100 LF 15400 SF	P,B,Rb,Ed,A:ha	VP,p,t,w,l,tl,b,tb,s
Segment 5	N Emb Mar Park	6	1600 LF 22400 SF	P,B,B/Ap,Rb:ha	VP,p,t,w,l,tl,b,tb,s
Segment 6	Kettner Blvd (includes 0.7 acre Hyatt Plaza)	7	1600 LF 32000 SF	P,B,Rb:ha	p,,w,l,tl,b,tb,s
Segment 7	Hyatt Hotel 1/2	8	600 LF 48,000 SF 100 Spaces	P,B,Rb,Ed,A:ha	VP,p,t,w,l,tl,b,tb,s
Segment 8	Marriott	9	600 LF 18000 SF	P,B,Rb,Ed,A:ha	p,t,w,l,tl,b,tb,s
Segment 9	S Emb Mar Park	10	4075 LF 44500 SF 132 Spaces	P,B,B/Ap,Rb:ha	VP,p,t,w,l,tl,b,tb,s
Segment 10	Conv Cntr/Exp	11	3350 LF 37500 SF	P,B,Rb,Ed,A:ha	VP,p,t,w,l,tl,b,tb,s
Segment 11	5th Ave Landing	12	1200 LF 7200 SF		
Segment 12	Campbell	13	700 LF 4200 SF		
B. Tuna Harbor	Harbor Drive	14	800 LF 45000 SF 200/85	P,B,Rb,Ed,A:ha	VP,p,t,w,l,tl,b,tb,s
C. Urban Plaza	South of side of Harbor Dr; North side of OPH	15	1 Acre	Plza,P,A:ha	p,t,w,l,tl,b,tb,s
D. Waterfront Park	S of Harbor Dr	16	See Seq. 3 3.5 Acres	Prk,P,Pg,B/Ap,A:ha	P,T,W,L,TL,B,TB,S
E. Pier Walk	W of Market St	17	1250 LF 50000 SF	P:ha	VP,p,t,w,l,tl,b,tb,s
F. Tuna Hrb Pier	W of Pier Walk	18	400LF 10000 SF	P,CF,WT:ha	VP,p,tl,s
G. N Emb Mar Pk	S of Central Pk	19	See Seq. 5 10.7 Acres 87 Spaces	Prk, P,Pg,B/Ap,A:ha	VP,p,t,w,l,tl,b,tb,s

**Legend:** A=(public) Art  
Ed=Environ. Education  
PRK=Park  
VP=View Point  
sp=parking spaces  
w=water available

B=Bikepath  
P=Pedestrian walkway  
Rb=Roller Blade Accessible  
ha=handicapped accessible  
t=toilet facility

B/Ap=Bike/Auto parking  
Pg=Playground  
SA=Shaded Area Available  
l=lighting  
tb=table/benches

CF=Commercial Fishing  
PLZA=Plaza  
SF=Sport Fishing  
p=path s=sign  
tl=telephone

**NOTE:** The data in this table is indicative rather than determinative (i.e., the numbers are approximations).

66

# **SOUTH EMBARCADERO PUBLIC ACCESS PROGRAM**

**TABLE A - PLANNING DISTRICT 3, ACCESS AND RECREATION COMPONENTS**

<b>NAME</b>	<b>LOCATION</b>	<b>MAP REF. NO.</b>	<b>SIZE/PARKING</b>	<b>USE TYPES</b>	<b>FACILITIES</b>
H. Pacific Hwy.	S of Harbor Dr.	20	650 LF 65000 SF	P,B:ha	p,s,
I. Kettner Blvd.	S. of Harbor Dr.	21	900 x 2 LF 54000 SF 35 Spaces	P,B:ha	p,s
J. California	S. of Harbor Dr.	22	650 LF 32500 SF	P,B,A:ha	p,s
K. Harbor Dr.	Plaza Pk to 8 <sup>th</sup> Ave.	23	4000 LF 40000 SF 18 Spaces	P,B:ha	p,s
L. Marina Walk	S. of Harbor Dr.	24	600 LF 36000 SF	Plz,P,B:ha	p,s
M. Access Cyn.	S. of Harbor Dr.	25	750 LF 7500 LF	P,A,Ed:ha	p,s,Ed
N. Skywalk	At CC/CCE	26	800 LF 16000 SF	P,Ed,A:ha	VP,p,s,l,b,tb
O. S Emb Mar Pk	S of Conv Cntr.	27	See Seq. 9 12 Acres	Prk,P,Pg,B/Ap,A:ha SF	VP,p,t,w,l,tl,b,tb,s
P. 8 <sup>th</sup> Ave Park Blvd Plaza	Harbor at 8 <sup>th</sup> Park	28	See Seq. 10 30000 SF	Plz,P,B/Ap,A:ha	p,s,t,w,l,tl,b,tb
Q. 8 <sup>th</sup> Ave Walk	W. of Harbor at 8 <sup>th</sup>	29	600 LF 2600 SF	P,B,Ed:ha	p,s,l
R. Transit Stops	BusStp @ Waterfront Pk	30	Bus turnout	P,B,Ed:ha	p,s
	BusStp @ Conv.	32	Bus turnout	P,B,Ed:ha	p,s
	BusStp @ 8 <sup>th</sup> Ave.	33	Bus turnout	P,B,Ed:ha	p,s
	Trolley S @ Mkt.	34	NS/East Line	P,B,Ed:ha	p,s
	Trolley S @ 1 <sup>st</sup>	35	NS/East Line	P,B,Ed:ha	p,s
	Trolley S @ 5 <sup>th</sup>	36	NS/East Line	P,B,Ed:ha	p,s
S. Public Parking	Pacific Hwy.	37	40Spaces	B/Ap:ha	p,s
	SPV Main Lot	38	453 Spaces (493 w/ valet)	B/Ap:ha	p,s
	Waterfront Park/Pier Walk Bldg	39	172Spaces	B/Ap:ha	p,s
	Hyatt 2	40	100 Spaces	B/Ap:ha	p,s
	SPV East	41	124 Spaces (204 w/ valet)	B/Ap:ha	p,s
	Marriott	42	5 Spaces	B/Ap:ha	p,s
	Conv.Cntr.	43		B/Ap:ha	p,s
	8 <sup>th</sup> Ave./Conv. Way	44	21/24 Spaces	B/Ap:ha	p,s
T. S Emb MarFP	S Emb Mar Pk	45	132 Spaces	P,SF,B:ha	VP,p,w,l,b,tb,s
U. Village Wiks	SPV (1978)	46		P,Plz,A,Ed:ha	l,p,Rb,SA,s,sp,t,tb,tl w
V. Conv Cntr Rftp	Rooftop of Conv Ctr Phase III Exp	47	5 Acres	PRK, P, ha, PLZA	VP, w, t, SA, l, tb

**Legend:** A=(public) Art  
Ed=Environ. Education  
PRK=Park  
VP=View Point  
sp=parking spaces  
w=water available

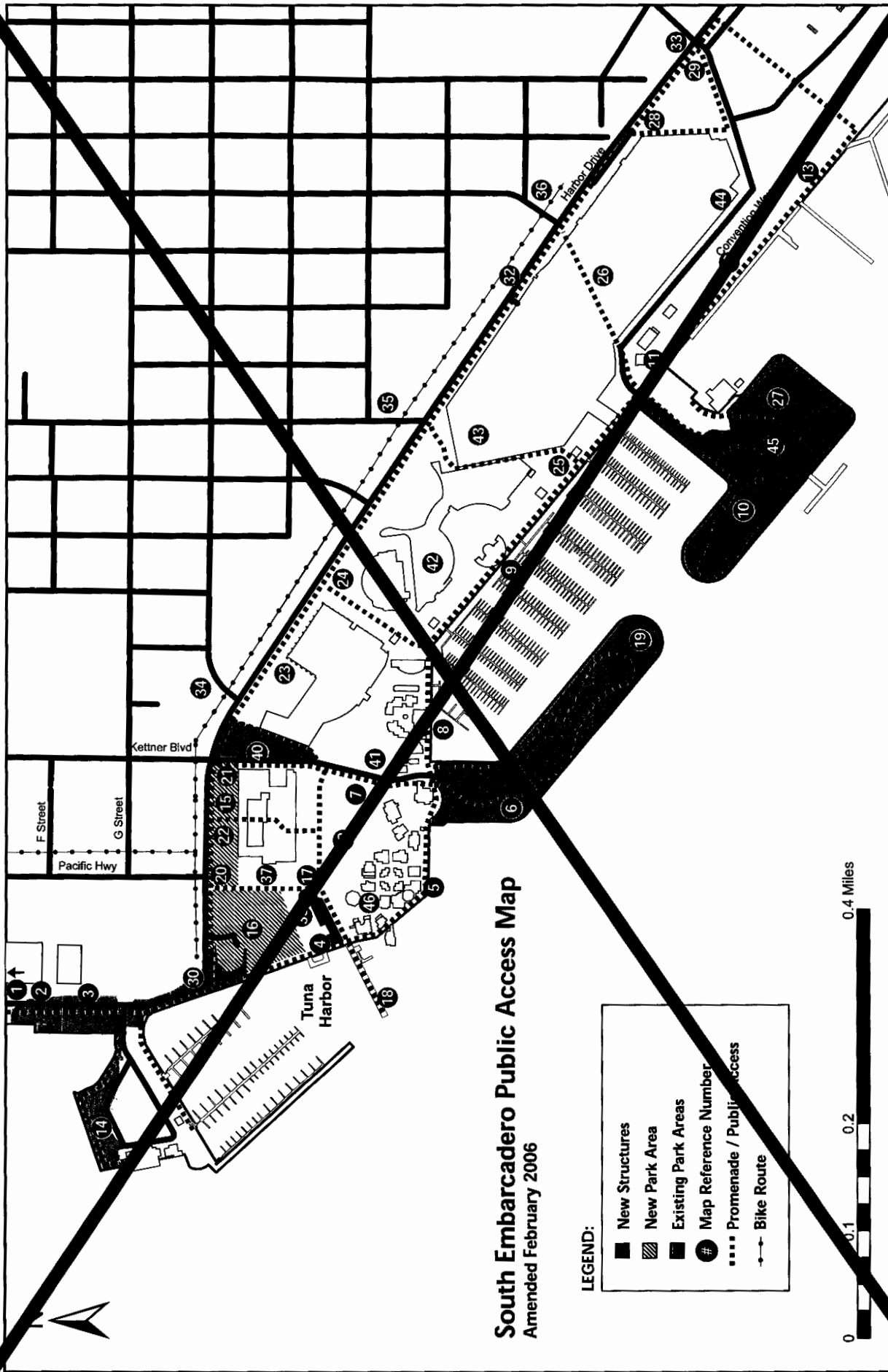
B=Bikepath  
P=Pedestrian walkway  
Rb=Roller Blade Accessible  
ha=handicapped accessible  
t=toilet facility

B/Ap=Bike/Auto parking  
Pg=Playground  
SA=Shaded Area Available  
l=lighting  
tb=table/benches

CF=Commercial Fishing  
PLZA=Plaza  
SF=Sport Fishing  
p=path s=sign  
tl=telephone

**NOTE:** The data in this table is indicative rather than determinative (i.e., the numbers are approximations).



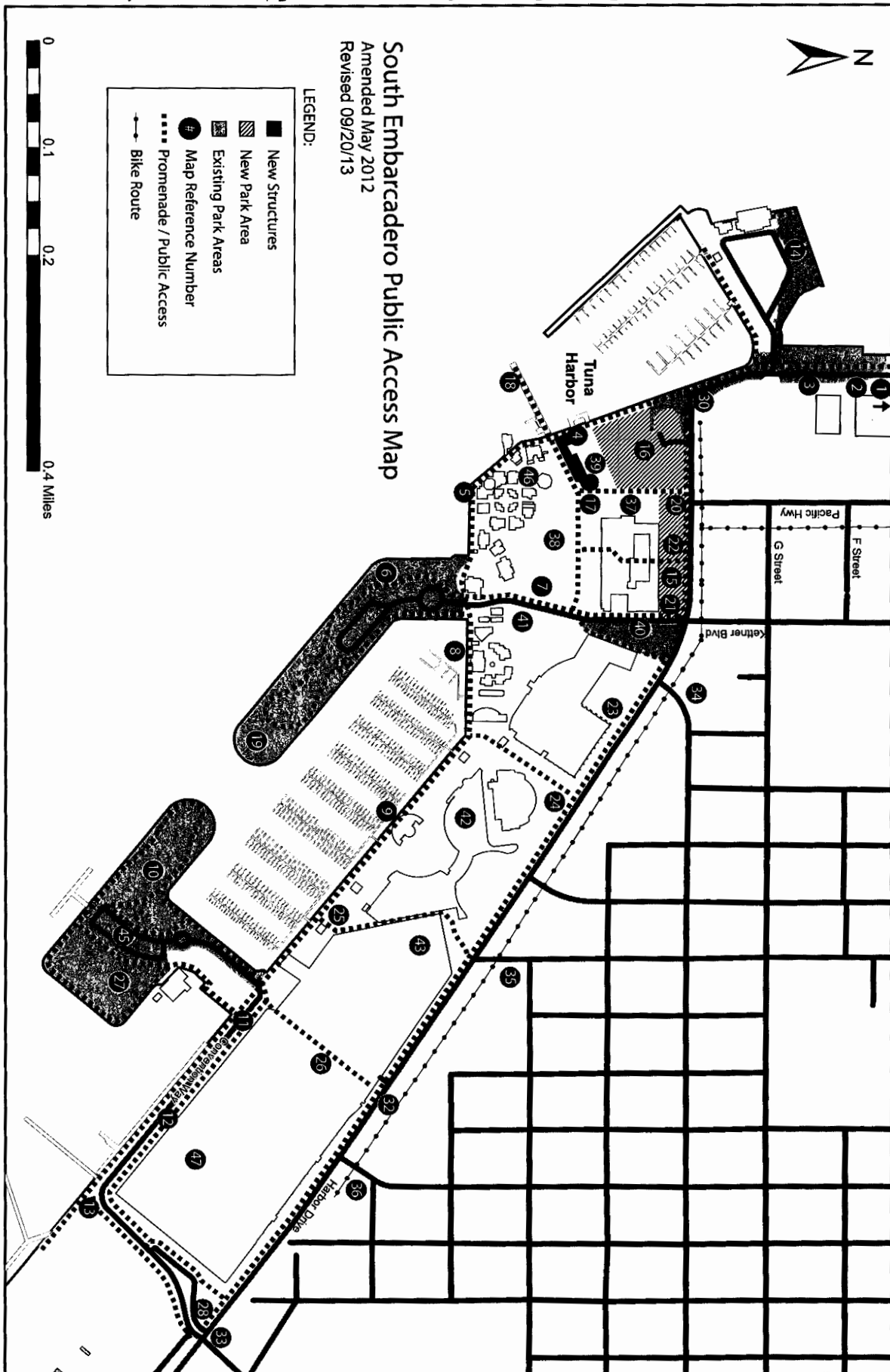


# **South Embarcadero Public Access Map** Amended February 2006

## **LEGEND:**

- New Structures
- ▨ New Park Area
- Existing Park Areas
- # Map Reference Number
- ..... Promenade / Public Access
- - - Bike Route

0 0.1 0.2 0.4 Miles



**For Illustrative Purposes Only**

## Marriott Marina Terrace Activation



Movable modular furniture, including chairs and umbrellas, will be placed within the Marina Terrace area on a variable basis (amount and location dependant on day of week and weather conditions). A minimum of two (2) fixed picnic-type tables and four (4) fixed benches will be provided along the bayward perimeter of the terrace on a permanent basis. A pad will be established adjacent to the Embarcadero Promenade for placement of a temporary cart.

October 7, 2013

**FOR INCLUSION IN STAFF REPORT**

Ms. Diana Lilly  
California Coastal Commission  
San Diego Coast District  
7575 Metropolitan Drive, Suite 10  
San Diego, CA 92108-4402

**SUBJECT: Port Master Plan Amendment #45: San Diego Convention Center  
Expansion and Expansion Hotel – Additional Public Access Language**

Dear Ms. Lilly,

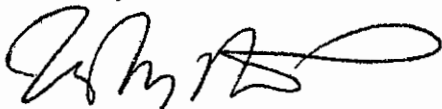
As applicant, and on behalf of the City of San Diego (City) and the San Diego Convention Center (SDCC), we truly appreciate all of Coastal staff's efforts in working towards a resolution for the pedestrian bridge issue raised as part of the review of this Port Master Plan Amendment (PMPA).

Unfortunately, as you are aware, we were not able to achieve resolution to this complex issue. Nonetheless, we wanted to include with the addendum to the staff report for the Commission's consideration our most recently proposed draft language. The attachment reflects the draft language proposed by the Port, City and SDCC, which we are willing to accept as an addition to the submitted PMPA text.

Through our collaborative efforts with Coastal staff, we believe we have greatly improved this project through the addition of a number of enhancements to increase public accessibility and connectivity to/from the proposed rooftop park, the surrounding bayside promenade, nearby Embarcadero Marina Park South, and back to Downtown San Diego. For example, the PMPA's Public Access Program has been revised to include: a comprehensive way finding signage program; enhanced pedestrian scale amenities, such as benches, low-scale landscaping, public art and wall treatments; and, a commitment to multiple access points to and from the rooftop park. We believe that these enhancements, in combination with the attached proposed language, will increase public accessibility to, from and around the project and the Bay.

Thank you for your best efforts in moving this project forward.

Sincerely,



Lesley Nishihira  
Manager, Land Use Planning  
Environmental & Land Use Management

Attachment:

- Draft Public Access Language Proposed by Port, City of San Diego and San Diego Convention Center (dated September 22, 2013)



**Public access language proposed by Port, City of San Diego, and San Diego Convention Center (September 22, 2013)**

Upon completion and opening of the Phase III Convention Center Expansion rooftop park, written quarterly reports will be provided to the California Coastal Commission by the appropriate entity having responsibility for such matters on the following:

- Utilization of the roof top park and promenade for all public and private events during the prior quarter;
- Information on park programming and activities implemented to invite the public to access the roof top park, promenade and coast;
- Marketing activities and signage to enhance way-finding and public usage of the roof top park, promenade, and coastal access.

Responsibility for the above described items will be addressed in the subsequent coastal development permit issued by the Port to the City of San Diego and other agreements entered into by the parties.

Quarterly public meetings will be called by the Port subject to the Ralph M. Brown Act (Government Code Section 54950, et seq.) at the San Diego Convention Center to pursue strategies and funding to encourage public utilization of the the roof top park, promenade, and coastal access. Those invited to participate in these quarterly meetings shall include, but not be limited to, elected officials or officers representing the City of San Diego, San Diego Convention Center Corporation or any successor corporation or public agency, and the State Assembly Member and State Senator representing the Public Trust land on which the convention center is located. Notice for and minutes of these meetings will be sent to the Coastal Commission in accordance with provisions of the Ralph M. Brown Act.

No later than five years following completion and opening of the Phase III Convention Center Expansion, a report will be provided to the California Coastal Commission on the roof top park, promenade and coastal access utilization and potential opportunities that may be pursued by the appropriate entities that could enhance public access to the roof top park and waterfront promenade including possible additional access points and related infrastructure. This report will be an informational item and does not subject any of the entities involved in this Project, including the Port and the City of San Diego, to commitments regarding financing any such infrastructure or improvements.

Th25d

## DISCLOSURE OF EX PARTE COMMUNICATIONS

---

**Date and time of receipt of communication:**

October 4, 2013 at 8:30 am

**Location of communication:**

Phone

**Type of communication:**

Teleconference

**Person(s) in attendance at time of communication:**

Lesley Nishihira, Anna Buzaitis, Steve Cushman, Carol Wallace, Steven Johnson, Kip Howard, Susan McCabe, Anne Blemker

**Person(s) receiving communication:**

Carole Groom

**Name or description of project:**

Item Th25d - Port Master Plan Amendment No. 45 (Convention Center Expansion II)

**Detailed substantive description of the content of communication:**

Applicants in agreement with all staff recommendations except the request to commit to construction of a pedestrian bridge over harbor drive linking the center to Gaslamp District. While this option had been considered and has general support, it is cost prohibitive at this time. The complete project budget has been reduced to \$520 million and a pedestrian bridge would cost \$41.9 million. As the project stands, public access and coastal view benefits include 5 acre roof top public park, 35 foot wide promenade along waterfront, greater connectivity between parks, and improved public access along Convention Way and Park Boulevard for increased pedestrian access. Applicants indicated downtown residents are not in favor of a pedestrian bridge at this location.

Date: 10-4-13

Signature of Commissioner: Carole Groom



OCT 07 2013

COMMISSIONER  
PORT OF SAN DIEGO

73

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Blank**





## DAVE ROBERTS

SUPERVISOR, THIRD DISTRICT  
SAN DIEGO COUNTY BOARD OF SUPERVISORS

Th 2nd

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OCT 03 2013

CALIFORNIA  
COASTAL COMMISSION  
SAN DIEGO COAST DISTRICT

September 24, 2013

*Serving the  
communities  
of ...*

*4S Ranch*

*Cardiff-by-the-Sea*

*Carmel  
Mountain*

*Carmel Valley*

*Del Dios*

*Del Mar*

*Del Mar Heights*

*Del Mar Mesa*

*Encinitas*

*Escondido*

*Leucadia*

*Mira Mesa*

*Olivenhain*

*Rancho  
Bernardo*

*Rancho  
Peñasquitos*

*Sabre Springs*

*San Pasqual*

*Scripps Ranch*

*Solana Beach*

*Tierrasanta*

*Torrey Hills*

*Torrey Pines*

*University City*

California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105-2219

RE: San Diego Unified Port District Master Plan Amendment

Dear Chair Shallenberger and Commissioners:

I am writing to request your support of the proposed Port Master Plan Amendment for the expansion of the San Diego Convention Center and Hilton Bay front Hotel, as submitted by the San Diego Unified Port District. The proposed improvements would create the largest contiguous exhibit space on the west coast and allow for a 500-room hotel tower expansion. Up to 42,000 square feet of visitor-serving space would be added to a new public promenade along the San Diego waterfront.

The proposed expansion would enhance public access and offer visitors and residents views of San Diego Bay from a 5-acre, rooftop park atop the Convention Center. The rooftop landscaping and storm water detention system would filter the runoff that would otherwise end up in the city's sewer.

The expanded promenade and a reconfigured roadway will connect to Embarcadero Marina Park South and resolve existing accessibility issues. The proposed re-routing of truck traffic, enclosing of truck bays and change of pedestrian traffic flow will improve public access and safety. A grand staircase would link downtown San Diego to the waterfront.

Officials estimate up to 7,000 new permanent jobs would result from this project, as well as thousands of jobs generated during construction. Other estimates show more than \$12.7 million in new annual Transient Occupancy Tax revenue for the city and up to \$1 million in new sales taxes.

This project is the result of a regional collaboration between the City of San Diego, Port of San Diego, San Diego Convention Center Corporation, hotel developers, local residents and visiting delegations from around the country. I urge you and your colleagues to approve the proposed Port Master Plan Amendment at your October hearings.

Sincerely,

DAVE ROBERTS

Third District Supervisor

San Diego County Board of Supervisors

County Administration Center • 1600 Pacific Highway, Room 335 • San Diego, CA 92101-2470

(619) 531-5533 • Toll Free (800) 852-7334

Email: [dave.roberts@sdcounty.ca.gov](mailto:dave.roberts@sdcounty.ca.gov)  
[www.SupervisorDaveRoberts.com](http://www.SupervisorDaveRoberts.com)

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Letters of Support 75



**COUNCILMAN MARK KERSEY**

FIFTH DISTRICT  
CITY OF SAN DIEGO

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OCT 08 2013

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SAN DIEGO COAST DISTRICT  
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OCT 02 2013

CALIFORNIA  
COASTAL COMMISSION

September 27, 2013

California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105-2219

RE: Proposed Port Master Plan Amendment for the Expansion of the San Diego Convention Center and Hilton Bayfront Hotel by the San Diego Unified Port District

Dear Chair Shallenberger and Commissioners:

I am writing you in support of the proposed Port Master Plan Amendment for the expansion of the San Diego Convention Center and Hilton Bayfront Hotel submitted by the San Diego Unified Port District.

The proposed expansion will make San Diego's convention center the largest contiguous exhibit space on the West Coast. Along with a new public promenade along the San Diego waterfront, a magnificent 5-acre public park, and a host of state-of-the-art sewer and stormwater infrastructure (all environmentally sustainable and LEED certified), our convention center will also host a new 500-room hotel tower expansion.

The expansion will also provide safer pedestrian connectivity and "walkability". The new promenade will improve connectivity to Embarcadero Marina Park South along the bayside of the Convention Center by reconfiguring roadways and pedestrian promenade, re-routing of truck traffic, enclosing the truck bays, and reconfiguring pedestrian traffic flow. A grand staircase will link Downtown San Diego to the waterfront, providing a dramatic view of our bay.

This expansion will also have an important economic impact to our region. Up to 7,000 new permanent jobs will be created by this project, as well as the thousands of jobs generated during the construction process. A projected \$12.7 million in new annual Transient Occupancy Tax

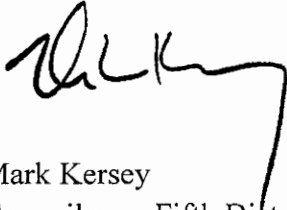
76

(TOT) revenues will be generated for the City's General Fund, plus up to \$8 million in new Sales Tax revenues.

Although there have been voices of concern about this project becoming a "big box on the bay", it is clear the designers of this expansion have a beautiful, functional, and impressive vision of the convention center. I believe this designed expansion protects view corridors, enhances public access and safety, and activates an underutilized part of San Diego's downtown waterfront.

I urge the Commission to approve the proposed Port Master Plan Amendment at your October 9-11, 2013 hearing.

Sincerely,

A handwritten signature in black ink, appearing to read 'Mark Kersey', with a long horizontal stroke extending to the right.

Mark Kersey  
Councilman, Fifth District



## COUNCILMEMBER SHERRI S. LIGHTNER

FIRST DISTRICT  
CITY OF SAN DIEGO

RECEIVED  
SEP 30 2013  
CALIFORNIA  
COASTAL COMMISSION

September 25, 2013

California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105-2219

Subject: Support for Proposed Port Master Plan Amendment for the Expansion of the San Diego Convention Center and Hilton Bayfront Hotel by the San Diego Unified Port District on the October 10, 2013 Coastal Commission Docket

Dear Chair Shallenberger and Commissioners:

I support the proposed Port Master Plan Amendment for the expansion of the San Diego Convention Center and Hilton Bayfront Hotel submitted by the San Diego Unified Port District.

Visitors and residents will gain a 5-acre public park atop the Convention Center. The unique LEED certified rooftop landscaping will filter and clean water that would otherwise be pumped into a sanitary sewer. State-of-the-art stormwater retention and filtration systems will minimize potable water demand.

Existing accessibility issues will be addressed through a reconfigured roadway and pedestrian promenade. A grand staircase will link Downtown San Diego to the waterfront and improve pedestrian connectivity to Embarcadero Marina Park South. The re-routing of truck traffic and enclosing the truck bays coupled with changes to the pedestrian traffic flow will improve public access and safety.

In addition to permanent job creation, thousands of jobs will be created during the construction process. It is estimated that over \$12.7 million in new annual Transient Occupancy Tax (TOT) revenues will be generated for the City's General Fund, plus up to \$1 million in new sales tax revenues.

This project is the result of a long standing regional collaboration. I urge the Commission to approve the proposed Port Master Plan Amendment to permit expansion of the San Diego Convention Center at your October 10, 2013 hearing.

Please feel free to contact me at (619) 236-6611 if I may provide any additional information.

Sincerely,

Sherri S. Lightner

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SEP 30 2013  
CALIFORNIA  
COASTAL COMMISSION  
SAN DIEGO COAST DISTRICT

78



## COUNCILMEMBER LORIE ZAPF

SIXTH DISTRICT  
CITY OF SAN DIEGO

October 3, 2013

Mary K. Shallenberger  
California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105-2219

Dear Chair Shallenberger:

I would like to request your support for the proposed Port Master Plan Amendment for the expansion of the San Diego Convention Center and Hilton Bayfront Hotel submitted by the San Diego Unified Port District.

The planning of this expansion has received input throughout the region which resulted in the plan for a contiguous expansion to best serve the needs of future conventions. This proposed expansion is important to the economic growth of the region and will give San Diego the advantage of having the largest contiguous exhibit space on the west coast. It will also include 500 new hotel rooms which along with the convention center expansion will allow San Diego to host larger conventions and generate additional Transient Occupancy Tax (TOT) revenue.

This expansion will have significant impact on the region. Besides creating thousands of good paying construction jobs, there are many longer-term benefits. The expansion is expected to create more than 6,800 new jobs and the increase in tax revenue is estimated to be as much as \$13.5 million, of which as much as \$1 million of that will be from TOT. The overall regional economic impact is expected to be nearly \$700 million annually.

There are many features to this expansion that make it unique. Public access to the waterfront has been expanded with the addition of 3.3 acres of park space, which includes a rooftop park with multiple access points. Access to the South Embarcadero will be maximized. The use of reclaimed ground water to irrigate the rooftop park is one example of the environmentally sustainable design which incorporated design elements to meet LEED Silver certification.

This is a vital project to the continued redevelopment of San Diego and the Gaslamp District. These are a few of the benefits and I am sure after the full presentation at your meeting, you will realize that this is a worthy plan. For these reasons, I ask that you please support the proposed Port Master Plan Amendment at your October meeting.

Sincerely,

Lorie Zapf  
Councilmember

cc: Coastal Commissioners

79





## DIANNE JACOB

SUPERVISOR, SECOND DISTRICT  
SAN DIEGO COUNTY BOARD OF SUPERVISORS

September 24, 2013

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OCT 04 2013

CALIFORNIA  
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SAN DIEGO COAST DISTRICT

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Bostonia  
Boulevard

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Casa de Oro  
Crest

Cuyamaca  
Dehesa  
Del Cerro  
Descanso

Dulzura  
Eucalyptus Hills  
Fernbrook

Flinn Springs  
Granite Hills  
Grantville

Guatay  
Harbison Canyon  
Jacumba

Jamul  
Julian  
Lake Morena  
Lakeside

Mount Helix  
Mount Laguna  
Pine Hills

Pine Valley  
Potrero  
Ramona

Rancho San Diego  
Rolando  
San Carlos

San Pasqual  
Santa Ysabel  
Shelter Valley

Spring Valley  
Tecate  
Tierra del Sol

Vallecitos

Serving the Indian  
reservations of:

Barona  
Campo  
Cosmit

Ewiiaapaayp  
Inaja  
Jamul

La Posta  
Manzanita  
Santa Ysabel

Sycuan  
Viejas

California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105-2219

Dear Chair Shallenberger and Commissioners:

As Supervisor of the Second Supervisorial District in San Diego County, I would like to register my full support for the expansion of the San Diego Convention Center and Hilton Bayfront Hotel. The proposed expansion will provide San Diego County with the space and resources necessary to compete for both national and international acclaimed conferences and events.

The proposal, submitted by the San Diego Unified Port District, will provide San Diego County with the largest contiguous exhibit space on the west coast along with a new 500-room hotel tower. The new improvements will also enhance community access by offering visitors and San Diego County residents a regular opportunity to view San Diego bay from a new 5-acre public park atop the new Convention Center. This project will continue to magnify San Diego County's vision in designing and building environmentally sustainable projects.

The new promenade will improve connectivity to Embarcadero Marina Park, while also improving accessibility by reconfiguring the roadway and pedestrian promenade. The new proposed expansion has the potential to create up to 7,200 permanent jobs, plus thousands more during the construction process. The project is expected to bring in more than 12 million in annual Transient Occupancy Tax revenues plus an additional one million in new sales tax revenues.

This proposed expansion is good for San Diego County. It results in the collaboration between government officials, developers, residents, and others from all across the country. It is for this reason that I urge the commission to approve the proposed Port Master Plan Amendment for the expansion of the San Diego Convention Center and Hilton Bayfront Hotel.

Sincerely,

DIANNE JACOB  
Supervisor, Second District

80



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OCT 04 2013

**BILL HORN**  
SUPERVISOR, FIFTH DISTRICT  
SAN DIEGO COUNTY BOARD OF SUPERVISORS

CALIFORNIA  
COASTAL COMMISSION  
SAN DIEGO COAST DISTRICT

October 1, 2013

California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105-2219

**Subject: Support Port Master Plan Amendment**

Dear Chair Shallenberger and Commissioners:

I am writing you in support of the proposed Port Master Plan Amendment for the expansion of the San Diego Convention Center and Hilton Bayfront Hotel submitted by the San Diego Unified Port District.

This week I joined my fellow Supervisors in cutting the ribbon on the first phase of the Waterfront Park adjacent to the County Administration Building and fronting San Diego Bay. This project was envisioned to be a part of a larger effort to beautify and expand access to the entire downtown waterfront.

The proposal before you includes a sustainably designed 5-acre public park atop the convention center that would serve as the southern book-end to the long and expansive public access along the bay. The new promenade included in this project will improve public safety and traffic with new connectivity to the Embarcadero Marina Park South, Seaport Village, and beyond.

In addition to enhancing public access to the bay, thousands of well-paying permanent jobs will be created by this project while generating millions of dollars of tax revenue for the region. Just as importantly, with these improvements the Convention Center will continue to attract the top organizations from around the world to work and play in San Diego.

The Convention Center project is a shining example of successful collaboration between the City of San Diego, Port of San Diego and the many stakeholders brought to the table early on. I respectfully request the Commission approve the proposed Port Master Plan Amendment at your October 9, 2013 hearing.

Sincerely,

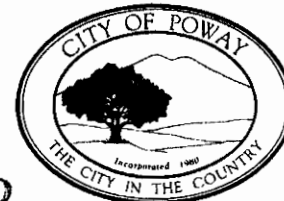
BILL HORN  
Supervisor, 5<sup>th</sup> District  
County of San Diego

81



DON HIGGINSON, Mayor  
JOHN MULLIN, Deputy Mayor  
JIM CUNNINGHAM, Councilmember  
DAVE GROSCHE, Councilmember  
STEVE VAUS, Councilmember

# CITY OF POWAY



RECEIVED  
SEP 27 2013  
CALIFORNIA  
COASTAL COMMISSION

September 16, 2013

California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105-2219

RE: **Support of Proposed Port Master Plan Amendment** for the Expansion of the San Diego Convention Center on the October 9-11, 2013 Coastal Commission Docket

Dear Chair Shallenberger and Commissioners:

I am writing you in support of the proposed Port Master Plan Amendment for the expansion of the San Diego Convention Center submitted by the San Diego Unified Port District. The proposed improvements will provide the largest contiguous exhibit space on the west coast. The project will create access to the San Diego waterfront through the development of a new public promenade. In addition, this project will create up to 7,000 new permanent jobs and thousands of construction jobs.

The proposed expansion will enhance public access and offer visitors and local residents a regular opportunity to view San Diego Bay as it has never been seen before: from a 5-acre public park atop the Convention Center. The environmentally sustainable design of the project incorporates design elements to meet LEED certification, unique rooftop landscaping that will filter and clean water that would otherwise be pumped into a sanitary sewer, and a state-of-the-art storm water retention and filtration system that will minimize municipal water demand.

This project is the result of a regional collaboration between the City of San Diego, Port of San Diego, San Diego Convention Center Corporation, hotel developers, local residents and visiting delegations from around the country. I urge the Commission to approve the proposed Port Master Plan Amendment at your October 9-11, 2013 hearing.

Very truly yours,

Don Higginson  
Mayor

cc: Members of the City Council  
Penny Riley, City Manager

RECEIVED  
SEP 30 2013

CALIFORNIA  
COASTAL COMMISSION  
SAN DIEGO COAST DISTRICT

SAN DIEGO COUNTY  
REGIONAL AIRPORT AUTHORITY

P.O. BOX 82776, SAN DIEGO, CA 92138-2776  
619.400.2400 WWW.SAN.ORG

September 27, 2013

California Coastal Commission  
45 Freemont Street, Suite 2000  
San Francisco, CA 94105-2219

RECEIVED  
SEP 30 2013  
CALIFORNIA  
COASTAL COMMISSION

**Re: Support for Proposed Port Master Plan Amendment for the Expansion of the San Diego Convention Center and Hilton Bayfront Hotel by the San Diego Unified Port District on the October 9-11, 2013 Coastal Commission Docket**

Dear Chair Shallenberger and Commissioners:

I am writing to express the San Diego County Regional Airport Authority's support of the proposed Port Master Plan Amendment for the expansion of the San Diego Convention Center and Hilton Bayfront Hotel submitted by the San Diego Unified Port District.

As you may know, the proposed improvements will add approximately 220,000 square feet of exhibit hall space, 101,500 square feet of meeting space, and 80,000 square feet of ballroom space to the existing Convention Center facility. The completion of this project will provide San Diego with the largest contiguous exhibit space on the west coast as well as a new 500-room hotel tower expansion. The proposed Convention Center expansion is expected to attract an additional 25 primary events and nearly 250,000 additional attendees. This will result in an additional 157,500 passengers traveling through San Diego International Airport – the equivalent of two additional daily aircraft arrivals and departures.

On September 23, 2013, the Board of the San Diego County Regional Airport Authority approved a resolution supporting the Phase III Expansion of the San Diego Convention Center. Attached for your review is a copy of that resolution. Accordingly, I urge the Commission to approve the proposed Port Master Plan Amendment at your October 9-11, 2013 hearing.

Sincerely,



Thella F. Bowens  
President/CEO

TFB/mk

Enclosure

SAN DIEGO  
INTERNATIONAL  
AIRPORT



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OCT 01 2013  
CALIFORNIA  
COASTAL COMMISSION  
SAN DIEGO COAST DISTRICT

83

RECEIVED  
OCT 08 2013

CALIFORNIA  
COASTAL COMMISSION  
SAN DIEGO COAST DISTRICT

RESOLUTION NO. 2013-0100

A RESOLUTION OF THE BOARD OF THE SAN  
DIEGO COUNTY REGIONAL AIRPORT AUTHORITY  
SUPPORTING THE PHASE III EXPANSION OF THE  
SAN DIEGO CONVENTION CENTER

WHEREAS, since its opening in 1989, the San Diego Convention Center has become one of the region's strongest economic engines, attracting more than 18.4 million visitors whose spending and attendance has generated over \$22.9 billion in economic impact; and

WHEREAS, since 1989, convention attendees have been responsible for 13.6 million room nights and \$430 million in tax revenues; and

WHEREAS, more than 12,500 local jobs are tied to Convention Center events; and

WHEREAS, the citizen task force created by Mayor Jerry Sanders in 2009 recommended that the City of San Diego proceed with an expansion of the Convention Center; and

WHEREAS, the proposed Phase III expansion of the Convention Center is expected to result in increased economic impact of \$698 million annually and increased tax revenue of \$13.5 million annually; and

WHEREAS, the proposed Phase III expansion of the Convention Center is expected to create 6,880 new permanent jobs, in addition to the 12,500 local jobs already supported by the Convention Center; and

WHEREAS, the proposed Phase III expansion of the Convention Center is expected to attract an additional 25 primary events and nearly 250,000 additional attendees; and

WHEREAS, when the project is completed, an additional 157,500 passengers will travel through San Diego International Airport – the equivalent of two additional daily aircraft arrivals and departures; and

WHEREAS, the California Coastal Commission will consider certification of the Port Master Plan Amendment necessary for this project to move forward at its October meeting in San Diego;

NOW, THEREFORE, BE IT RESOLVED that the Airport Authority hereby supports the Phase III Expansion of the San Diego Convention Center and encourages the California Coastal Commission to certify the Port Master Plan Amendment at its October meeting; and

BE IT FURTHER RESOLVED that the Board finds that this Board action is not a "project" as defined by the California Environmental Quality Act (CEQA) (Pub. Res. Code § 21065); and is not a "development" as defined by the California Coastal Act (Pub. Res. Code § 30106).

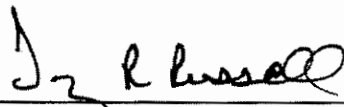
PASSED, ADOPTED, AND APPROVED by the Board of the San Diego County Regional Airport Authority at a special meeting this 23rd day of September, 2013, by the following vote:

AYES: Board Members: Boland, Desmond, Hubbs,  
Robinson, Sessom, Smisek

NOES: Board Members: None

ABSENT: Board Members: Alvarez, Cox, Gleason

ATTEST:

  
\_\_\_\_\_  
TONY RUSSELL  
DIRECTOR CORPORATE SERVICES/  
AUTHORITY CLERK

APPROVED AS TO FORM:

  
\_\_\_\_\_  
BRETON K. LOBNER  
GENERAL COUNSEL

85

# Athletic Business

TOGETHER, DEFINING WHAT'S NEXT

## CONFERENCE & EXPO

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OCT 04 2013

OCT 03 2013

CALIFORNIA  
COASTAL COMMISSION  
SAN DIEGO COAST DISTRICT

CALIFORNIA  
COASTAL COMMISSION

Date: October 1, 2013

California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105-2219

RE: Proposed Port Master Plan Amendment for the Expansion of the San Diego Convention Center and Hilton Bayfront Hotel by the San Diego Unified Port District

Dear Chair Shallenberger and Commissioners:

I am writing you in support of the proposed Port Master Plan Amendment for the expansion of the San Diego Convention Center and Hilton Bayfront Hotel submitted by the San Diego Unified Port District. The proposed improvements will provide the largest contiguous exhibit space on the West Coast plus a new 500-room hotel tower expansion. Up to 42,000 square feet of new visitor-serving uses would be added to a new public promenade along the San Diego waterfront.

The proposed expansion will enhance public access and offer visitors and local residents a unique opportunity to view San Diego Bay as it has never been seen before: from a 5-acre public park atop the Convention Center. The environmentally sustainable design of the project incorporates design elements to meet LEED certification, unique rooftop landscaping that will filter and clean water that would otherwise be pumped into a sanitary sewer, and a state-of-the-art stormwater retention and filtration system that will minimize water demand from the city system.

The new promenade will improve connectivity to Embarcadero Marina Park South along the bayside of the Convention Center. Existing accessibility issues will be addressed through a reconfigured roadway and pedestrian promenade. Additionally, the proposed re-routing of truck traffic, enclosing the truck bays and reconfiguring pedestrian traffic flow will improve public access and safety. A grand staircase will link Downtown San Diego to the waterfront, providing a dramatic icon for the West Coast.

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86

Up to 7,000 new permanent jobs will be created by this project, plus the thousands of jobs generated during the construction process. It is projected that over \$12.7 million in new annual Transient Occupancy Tax (TOT) revenues will be generated for the City's General Fund, plus up to \$.8 million in new Sales Tax revenues.

Contrary to suggestions that this is a "big box on the bay", the proposed contiguous expansion is an environmentally designed expansion that provides a 5-acre rooftop park and public plaza that protects view corridors, enhances public access and safety, and activates an underutilized part of San Diego's downtown waterfront. Through a comprehensive public outreach process, six different configurations for a convention center at the site identified by the Chargers for a joint-use stadium were thoroughly evaluated and rejected as not viable by a diverse and inclusive task force of San Diegans created in 2009 by Mayor Jerry Sanders.

I urge the Commission to approve the proposed Port Master Plan Amendment at your October 9-11, 2013 hearing.

Sincerely,



Name: Becky Sobeck  
Address: 22 E. Mifflin Street, Suite 910  
City, State, Zip: Madison, WI 53703  
Phone: 608-729-4186  
Email: bekyw@athleticbusiness.com



**DMCNETWORK**  
COMPANY

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OCT 07 2013

CALIFORNIA  
COASTAL COMMISSION  
SAN DIEGO COAST DISTRICT  
**RECEIVED**

OCT 04 2013

CALIFORNIA  
COASTAL COMMISSION

October 1, 2013

California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105-2219

RE: Proposed Port Master Plan Amendment for the Expansion of the San Diego Convention Center and Hilton Bayfront Hotel by the San Diego Unified Port District

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As a hospitality employee, the expansion of the Convention Center could have a direct positive effect on my income, and my husband's income. I am an employee of a destination management company which provides service to conventions including shuttle transportation, tours, activities, décor and entertainment. Larger conventions spend more money.

My husband is in the commercial construction industry, and hopefully will be assigned by the contractor to work on the build out of the center.

The proposed expansion will enhance public access and offer visitors and local residents a unique opportunity to view San Diego Bay as it has never been seen before: from a 5-acre public park atop the Convention Center. The environmentally sustainable design of the project incorporates design elements to meet LEED certification, unique rooftop landscaping that will filter and clean water that would otherwise be pumped into a sanitary sewer, and a state-of-the-art stormwater retention and filtration system that will minimize water demand from the city system.

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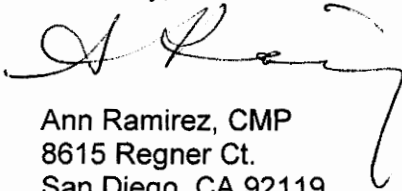
**88**



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I urge the Commission to approve the proposed Port Master Plan Amendment at your October 9-11, 2013 hearing.

Sincerely,

A handwritten signature in black ink, appearing to read 'Ann Ramirez', with a long horizontal flourish extending to the right.

Ann Ramirez, CMP  
8615 Regner Ct.  
San Diego, CA 92119  
619-813-0967  
Ann@arrangementsunlimited.net

RECEIVED

OCT 08 2010/5/13

Dear California Coastal Commission, CALIFORNIA  
COASTAL COMMISSION  
SAN DIEGO COAST DISTRICT  
I hope you will vote to let the SD  
Convention Center expansion proceed.

I disagree with some of the comments from staff. I attended meetings & felt the possible 4<sup>th</sup> avenue pedestrian bridge was too long, was ugly & also very costly. The staff talks of the current pedestrian bridge (a beautiful one at Harbor & 8<sup>th</sup> / Park) but seems to think east village quite dull. I live in east village & it's becoming better all the time - a perfect place to direct people rather than just the jammed Gaslamp area. The pedestrian bridge by the Hilton leads to Petco Park (baseball, & also park at the park open to the public) & just beyond to the gorgeous central library which just opened. And, of course further down Park Blvd is Balboa Park itself.

The staff seemed afraid the new proposed roof park would be little used. The current green area down from the Hilton Hotel is currently little used (I walk there often) & the roof park if activated with art shows, free concerts, etc would be used.

I do agree with staff that signage needs improvement & perhaps the "notch" at the SW corner could be incorporated for better views.  
Sincerely Jan Bourgeois (janbour@cox.net)

90

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OCT 08 2013

CALIFORNIA  
COASTAL COMMISSION  
SAN DIEGO COAST DISTRICT

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OCT 07 2013

CALIFORNIA  
COASTAL COMMISSION

October 2, 2013

California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105-2219

RE: Proposed Port Master Plan Amendment for the Expansion of the San Diego Convention Center and Hilton Bayfront Hotel by the San Diego Unified Port District

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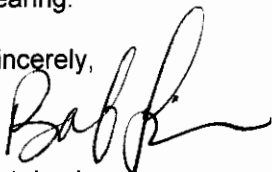
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I urge the Commission to approve the proposed Port Master Plan Amendment at your October 9-11, 2013 hearing.

Sincerely,



Bob Levine  
7475 Hazard Center Drive  
San Diego, CA 92108  
(619) 247-4940  
rmlev55@gmail.com

91

RECEIVED

RECEIVED

Date \_\_\_\_\_

OCT 08 2013

OCT 07 2013

California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105-2219

CALIFORNIA  
COASTAL COMMISSION  
SAN DIEGO COAST DISTRICT

CALIFORNIA  
COASTAL COMMISSION

RE: Proposed Port Master Plan Amendment for the Expansion of the San Diego Convention Center and Hilton Bayfront Hotel by the San Diego Unified Port District

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I urge the Commission to approve the proposed Port Master Plan Amendment at your October 9-11, 2013 hearing.

Sincerely,

Name: Pat Edmondson  
Address: 700 W. Harbor Dr. #603  
City, State, Zip: S.D. 92101  
Phone: 619-322-5866  
Email: agent-patsy@406.com

92

**RECEIVED**  
SEP 30 2013  
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SEP 27 2013

Date September 23, 2013

California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105-2219

CALIFORNIA  
COASTAL COMMISSION  
SAN DIEGO COAST DISTRICT

RE: Proposed Port Master Plan Amendment for the Expansion of the San Diego Convention Center and Hilton Bayfront Hotel by the San Diego Unified Port District

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I urge the Commission to approve the proposed Port Master Plan Amendment at your October 9-11, 2013 hearing.

Sincerely,

  
Jeffrey Burg  
Director of Operations

93



SOCIETY *for*  
NEUROSCIENCE

1121 14th Street NW  
Suite 1010  
Washington, DC 20005

Phone (202) 962-4000  
Fax (202) 962-4941  
Web SfN.org

September 26, 2013

California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105-2219

Dear Chair Shallenberger and Commissioners,

The Society for Neuroscience (SfN) was pleased to learn of the proposed expansion of the San Diego Convention Center. As you are aware, the Society held Neuroscience 2010 in San Diego which hosted 31,975 attendees and 577 exhibiting companies. The total room nights occupied by SfN attendees in San Diego were 53,733 with the peak at 10,998. Our economic impact on the city is estimated to exceed \$120 million.

San Diego remains a highly popular meeting venue for our members. The San Diego Convention Center Corporation has made it possible for us to respond to that popularity because it is a highly professional organization that understands the value of the convention industry. San Diego has been proactive about improvements that allow SfN, and other large events, to keep coming back to the city. We are hopeful that San Diego will be able to provide expanded space that can accommodate the expected growth of our meeting, and other large conventions, over the coming decades.

We are presently holding future dates at the San Diego Convention Center every 3 years. We believe a positive decision to expand your convention center to include additional contiguous exhibit hall space will allow us to confirm our intent to return. We look forward to a favorable decision regarding the expansion in the near future. Last year, we had to hold more events in hotel meeting space, and the poster/exhibit floor was fully utilized with no room for growth as the program is currently formatted.

We are hopeful that the expansion plans quickly move forward.

Sincerely,

Paula Kara, CMP  
Senior Director, Meeting Services

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OCT 01 2013

COASTAL COMMISSION  
SAN DIEGO COAST DISTRICT

94

September 25, 2013

California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105-2219

RECEIVED

SEP 30 2013

CALIFORNIA  
COASTAL COMMISSION

RE: Proposed Port Master Plan Amendment for the Expansion of the San Diego Convention Center and Hilton Bayfront Hotel by the San Diego Unified Port District

Dear Chair Shallenberger and Commissioners:

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I urge the Commission to approve the proposed Port Master Plan Amendment at your October 9-11, 2013 hearing.

Sincerely,



Buffy Levy  
SmithBucklin Corporation  
330 N. Wabash  
Chicago, IL 60611  
Ph: 312.673.5933  
[blevy@smithbucklin.com](mailto:blevy@smithbucklin.com)

95



September 27, 2013

RECEIVED  
SEP 30 2013  
CALIFORNIA  
GENERAL COMMISSION

California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105-2219

RE: Proposed Port Master Plan Amendment for the Expansion of the San Diego Convention Center and Hilton Bayfront Hotel by the San Diego Unified Port District

Dear Chair Shallenberger and Commissioners:

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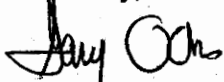
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Up to 7,000 new permanent jobs will be created by this project, plus the thousands of jobs generated during the construction process. It is projected that over \$12.7 million in new annual Transient Occupancy Tax (TOT) revenues will be generated for the City's General Fund, plus up to \$.8 million in new Sales Tax revenues. As a business owner operating in San Diego County, I strongly support this expansion plan – both the design and the funding mechanism.

Contrary to suggestions that this is a "big box on the bay", the proposed contiguous expansion is an environmentally designed expansion that provides a 5-acre rooftop park and public plaza that protects view corridors, enhances public access and safety, and activates an underutilized part of San Diego's downtown waterfront. Through a comprehensive public outreach process, six different configurations for a convention center at the site identified by the Chargers for a joint-use stadium were thoroughly evaluated and rejected as not viable by a diverse and inclusive task force of San Diegans created in 2009 by Mayor Jerry Sanders. This proposed expansion is an elegant, environmentally solid, and practical implementation of what the convention center needs.

I urge the Commission to approve the proposed Port Master Plan Amendment at your October 9-11, 2013 hearing.

Sincerely,



Gary Ochs, Vice President  
Ochs Oil Company  
1321 Distribution Way  
Vista, CA 92081

(760) 599-9572  
gochs@ochsoil.com

96

**Board of Directors**

President

**Thomas R. Campion, CFSP**  
Manke Foodservice Systems, Inc.

President-Elect

**Michael Whiteley, CFSP**  
Hatco Corporation

Secretary/Treasurer

**Kevin Fink, CFSP**  
Scotsman Industries, Inc.

**Directors**

**Cliff Baggott, CFSP**  
Cres Cor

**Teri Brewer, CFSP**

THERMO-KOOL/Mid-South  
Industries, Inc.

**Glenn R. Bullock, CFSP**

A.J. Antunes & Co.

**Joseph Carlson, CFSP**

Lakeside Manufacturing, Inc.

**Kevin Clark, CFSP**

tandex Cooking Solutions Group

**Rob Connelly, CFSP**

Henny Penny Corporation

**Greg Fischer, CFSP**

Cambro Manufacturing Co.

**Jack Hake, CFSP**

Duke Manufacturing Co.

**Terry Hoelle, CFSP**

Sandstone Group, Inc.

**Rich Packer, CFSP**

American Metalcraft

**W. Michael Shanahan, CFSP**

Cadco, Ltd.

**Tom Szafranski, CFSP**

ITW/FEG

**Ex-Officio Member**

**Steven R. Follett, CFSP**  
Follett Corporation

**Headquarters**

Executive Vice President  
**Deirdre T. Flynn, CFSP**



**North American Association of  
Food Equipment Manufacturers**

October 4, 2013

California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105-2219

RE: Proposed Port Master Plan Amendment for the Expansion of the San Diego Convention Center and Hilton Bayfront Hotel by the San Diego Unified Port District

Dear Chair Shallenberger and Commissioners:

We are writing you in support of the proposed Port Master Plan Amendment for the expansion of the San Diego Convention Center and Hilton Bayfront Hotel submitted by the San Diego Unified Port District. The proposed improvements will provide the largest contiguous exhibit space on the West Coast plus a new 500-room hotel tower expansion. Up to 42,000 square feet of new visitor-serving uses would be added to a new public promenade along the San Diego waterfront.

The proposed expansion will enhance public access and offer visitors and local residents a unique opportunity to view San Diego Bay as it has never been seen before -- from a 5-acre public park atop the Convention Center. The environmentally sustainable design of the project incorporates design elements to meet LEED certification, unique rooftop landscaping that will filter and clean water that would otherwise be pumped into a sanitary sewer, and a state-of-the-art storm water retention and filtration system that will minimize water demand from the city system.

The new promenade will improve connectivity to Embarcadero Marina Park South along the bayside of the Convention Center. Existing accessibility issues will be addressed through a reconfigured roadway and pedestrian promenade. Additionally, the proposed re-routing of truck traffic, enclosing the truck bays and reconfiguring pedestrian traffic flow will improve public access and safety. A grand staircase will link Downtown San Diego to the waterfront, providing a dramatic icon for the West Coast.

Up to 7,000 new permanent jobs will be created by this project, plus the thousands of jobs generated during the construction process. It is projected that over \$12.7 million in new annual Transient Occupancy Tax (TOT) revenues will be generated for the City's General Fund, plus up to \$.8 million in new Sales Tax revenues.

**RECEIVED**

**OCT 07 2013**

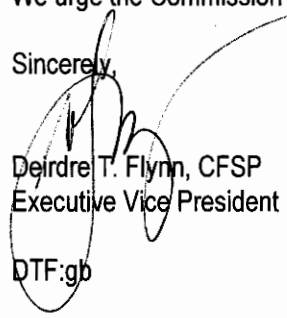
CALIFORNIA  
COASTAL COMMISSION

California Coastal Commission  
October 4, 2013  
Page 2

Contrary to suggestions that this is a "big box on the bay", the proposed contiguous expansion is an environmentally designed expansion that provides a 5-acre rooftop park and public plaza that protects view corridors, enhances public access and safety, and activates an underutilized part of San Diego's downtown waterfront. Through a comprehensive public outreach process, six different configurations for a convention center at the site identified by the Chargers for a joint-use stadium were thoroughly evaluated and rejected as not viable by a diverse and inclusive task force of San Diegans created in 2009 by Mayor Jerry Sanders.

We urge the Commission to approve the proposed Port Master Plan Amendment at your October 9-11, 2013 hearing.

Sincerely,



Deirdre T. Flynn, CFSP  
Executive Vice President

DTF:gb

Th 2nd

Date 9/30/13

California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105-2219

RECEIVED  
OCT 04 2013  
CALIFORNIA  
COASTAL COMMISSION

RE: Proposed Port Master Plan Amendment for the Expansion of the San Diego Convention Center by the San Diego Unified Port District

Dear Chair Shallenberger and Commissioners:

I am writing you in support of the proposed Port Master Plan Amendment for the expansion of the San Diego Convention Center submitted by the San Diego Port District. As an employee of a hotel in San Diego, my livelihood depends on visitors and conventions to our city. The expansion of the convention center will bring more people to town which is good for jobs supporting me, my family and thousands of others in San Diego.

I urge the Commission to approve the proposed Port Master Plan Amendment at your October 10, 2013 hearing.

Sincerely,



Name: Debbie Schenbri  
Address: One Park Blvd - Hilton San Diego  
City, State, Zip San Diego, CA 92101  
Phone 619-259-3227  
Email debbie.schenbri@hilton.com

(53 form letters were submitted in total.)

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CALIFORNIA  
COASTAL COMMISSION  
SAN DIEGO COAST DISTRICT

|  
|  
( **Intentionally  
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Lilly, Diana@Coastal

Thasd

**From:** Ellen Shively <ellenshively@sbcglobal.net>  
**Sent:** Friday, October 04, 2013 10:01 AM  
**To:** Lilly, Diana@Coastal  
**Subject:** Convention Center Expansion - no

Dear California Coastal Commission:

I am writing to urge you to reject the Port Master Plan Amendment presented by the Port of San Diego for the Convention Center Expansion Project. The CCC staff's report lists for you many reasons why this project should be denied. The one over-riding consideration, in my estimation, is that public enjoyment of this area of the San Diego Bayfront will be adversely curtailed. As prime property, the public should have this access in this very popular location and one of San Diego's main tourist draws.

Please continue to protect our coast by standing with your staff and rejecting the Project.

Sincerely,

Ellen Shively  
Wildlife Chair  
Sierra Club, San Diego Chapter

6011 Cumberland St.  
San Diego, Ca 92139

\*\*\*

Letters of opposition  
101

*Fostering the protection and appreciation*



*of birds, other wildlife and their habitats...*

September 29, 2013

Commissioners  
California Coastal Commission  
7575 Metropolitan Drive Ste 103  
San Diego, CA 92108-4402

Via email: Deborah.Lee@coastal.ca.gov

Dear Commissioners:

**SUBJECT:** City of San Diego Convention Center Expansion,  
for Coastal Commission meeting on October 10, 2013, Item 25d

The San Diego Audubon Society has reviewed the EIR for the subject project. We wish to comment on two aspects of the project.

#### BIRD STRIKE PREVENTION

The location of the project does not appear to have much biological importance. It is in a heavily developed area, between industrial and commercial development, and is adjacent to an engineered shoreline with no natural habitat. However, the water, rock revetment shoreline, and docks near this project are used by a number of bay dependent species of birds. Other birds are attracted to the area searching for food dropped by visitors or seeds, pollen, and insects in the landscaping. As the EIR mentioned, bird strikes tend to occur where there are tall buildings, reflective surfaces, lots of artificial lighting, and birds. As a result, it is important that measures to prevent birds from hitting reflected surfaces or being fixated by non-natural light sources be incorporated in the design and construction of this, and similar future projects along the Bay.

We appreciate that the EIR identified the potential bird strike impact of this project and included state-of-the-art measures to minimize this impact in mitigation measure MM-BIO-2. We urge that the Commission support the inclusion of these measures in this project. We also urge that the Commission require that the bird strike occurrences be monitored and the information obtained be used as a basis to upgrade the protections against bird strikes in future large developments in similar locations.

#### GREENHOUSE GAS EMISSIONS

This project will use a large amount of water, electricity, and natural gas. The Green House Gas emissions that will result from these will be significant. Our region's wildlife, and the viability of our region will suffer from future discharges of GHGs. The EIR addresses this impact and provides an extensive range of measures, MM-GHG-1, to minimize the GHG impacts during operation and MM-GHG-2 during construction. We urge that the Coastal Commission support the implementation of these measures for this project and similar measures for future large projects in the Coastal Zone. We also urge that the Commission and the Port will find ways to improve the project and mitigation measures so the entire project will achieve the goals of AB-32.

Sincerely,

James A. Peugh  
Conservation Committee Chair

102



October 1, 2013

To: Mary Shallenberger, Chairwoman  
California Coastal Commission  
San Diego Coast District Office  
7575 Metropolitan Drive Suite I 03  
San Diego, California 92108-4402

From: Don Wood

**Subject: October 10, 2013 Coastal Commission Meeting Agenda Item 25, d: San Diego Port Master Plan Amendment 45: San Diego convention center expansion and hotel project proposal**

Chairwoman Shallenberger and Commission Members:

I have been given to understand that the Port's coastal commission lobbyist, Susan McCabe, has ensured the Port that a majority of coastal commission votes to approve this project are already "in the bag", even after your own staff issued a project report that clearly states that the current proposal would violate the California Coastal Act, the very law you each were appointed to uphold and enforce.

If you vote to approve this proposal today, you will be sending the public several messages:

1. That if a project promoter hires Susan McCabe as their lobbyist, this Commission will be willing to approve that project, even when it is crystal clear, as explained by your own staff, that the project violates the California Coastal Act and CEQA,
2. That project mitigation commitments made by the port to this Commission in the past related to previous projects are meaningless and that those mitigation commitments will not be enforced by this Commission, as long as the port hires the right lobbyist,
3. That this new generation California Coastal Commission is no longer the organization the late Peter Douglas devoted his life to, and no longer the internationally respected protector and steward of California's publicly owned tidelands it once was.
4. That real estate developers can ignore the California Coastal Act, since there is no longer a state regulatory agency committed to enforcing that law.

I urge you today to do your constitutional duty and the job you were appointed to do, and reject this Illegal proposal, since, as your own staff notes in it's report, the current proposed project would violate the California Coastal Act and the California Environmental Quality Act.

Please direct the port, the city and the convention center corporation to fix the inconsistencies so that the Commission is not being asked to approve an illegal proposal. If at some later date they develop a revised proposal that fully complies with the California Coastal Act and CEQA, they can bring it back to this Commission for your review.

Thank you.

Don Wood  
4539 Lee Avenue  
La Mesa, CA 91941  
Dwood8@cox.net

103

17696 Cumana Terrace  
San Diego, CA 92128  
September 23, 2013

Mary K. Shallenberger, Chair  
Dr. Charles Lester, Executive Director  
The California Coastal Commission  
45 Fremont Street  
San Francisco, CA 94105-2219

Subject: Proposed Expansion of the San Diego Convention Center

Honorable Members of the California Coastal Commission,

We support your concerns about the San Diego Convention Center Expansion, in that the project will affect coastal access, impede bay views and have a negative impact on coastal resources.

Heywood Sanders, Professor of Public Policy at the University of Texas and the nation's expert on convention centers tells us that the convention and trade show business is declining and that there is a huge glut of convention center space in south west region of the United States.

The San Diego Convention Center Corporation is aggressively slashing prices<sup>as</sup> it pushes for expansion. This does not bode well for San Diego Citizens whose vital needs are not being addressed.

The half a billion dollar expense for this project could be better spent for crucial public needs such as our infrastructure deficit, affordable housing, (41 thousand families on San Diego's waiting list for subsidized housing) and run down neighborhoods.

We strongly urge you to oppose this unnecessary project for the above stated reasons.

Thank you for your time and attention to our concerns.

Sincerely,

*Cathy O'Leary Carey* *John M. Carey*  
Cathy O'Leary Carey and John Carey

cc: City of San Diego  
Port District

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OCT 01 2013

CALIFORNIA  
COASTAL COMMISSION  
SAN DIEGO COAST DISTRICT

104

Thursday, September 19, 2013

California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105-2219

RE: Proposed Port Master Plan Amendment for the Expansion of the San Diego Convention Center and Hilton Bayfront Hotel by the San Diego Unified Port District

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SEP 25 2013

Dear Chair Shallenberger and Commissioners:

I am writing you as a past GIS Coordinator at the Port of San Diego from January 2008 to May 2010. Before working at the Port I worked at a local environmental consulting firm. I left the Port almost 2 years ago to start a small business: Evari GIS Consulting.

My concern is regarding the maps and tables which will be updated as part of the Port Master Plan Amendment for Planning District 3. **All the maps and acreages are wrong.** The maps are not to scale, the acreages are calculated using 1980 methods and there are serious contradictions between the maps, tables and the text. This is unacceptable practice in planning today. The text, tables and maps should all be portraying the same clear and reasonably accurate vision.

2 notable examples of important discrepancies in Planning District 3.

1. The oval park at the corner of Broadway and Harbor is referenced in the map and not in the text. We are all familiar with the discussion and energy expended on this issue. The Port claims that the maps are "illustrative" and therefore not binding. I suggest you no longer accept this argument as this is completely unacceptable practice in modern planning documents.
2. The curvilinear pier plays a prominent role in both the text and map. The text explains that pier is 30,000 square feet. When the map is rectified (snapped in to the proper place on earth) and measured it comes out to 120,000 square feet. On the map the pier extends almost to the bulkhead line. In order to meet the binding text do we shrink the pier proportionally? Or does it extend out to the bulkhead line but make it extremely thin?

These issues are disingenuous to readers of this document and in both cases the graphic design encourages the Port to over-promise and under-deliver to the Commission and to the public.

These aren't small mistakes. This is a bad document. This problem needs to be fixed. The Commission should not approve any Port Master Plan Amendment without updates to the maps and tables for that district.

The Port jurisdiction overlaps 5 cities and 2 municipal agencies- the Convention Center, the San Diego. All 7 of the primary guiding documents from these agencies include maps which are to scale and acreages which make sense. CCDC's Downtown Community Plan should be the example the Port should strive toward. The Port of San Diego is the only current guiding document I know of which doesn't have maps to scale and acreages which match the maps. Readers of these documents have evolved to expect a minimum level of comprehensiveness, accuracy and vision.

105

Why does this happen? The Port has an approved Local Coastal Plan through the Commission. Some Port staff believe that the less changes come before the Commission to approve the "easier" that approval process will be. Was the decade of money, energy and lawsuits which went into the Oval Park issue easy for anyone? It

certainly wasn't good for San Diego. As you walk west on Broadway you can easily tell where the poor planning and lack of investment begins. This is the on-the-ground consequences of this issue.

As a Port of San Diego employee I discussed this issue in-depth with Port management at the highest levels. I made the case that the Commission would embrace updated maps and updated acreages as a breath of fresh air; finally getting a handle on what development is acceptable in different areas. The Commission will understand and appreciate getting the maps and landuse acreages in line with modern planning practices. I suggest that the Commission make it clear to the Port that you would certainly embrace these modest upgrades to the Port Master Plan.

**You are approving a planning document today. It should meet today's standards.** I suggest you only accept new maps and new acreages as part of any Port Master Plan Amendment. First you should request updates – bringing the current poor information up to current planning standards. Then you should request another map and table showing the amended landuse changes.

You should not accept any map which uses the current planning district 3 map as a base. The maps should use transparent standard colors to represent different types of landuses and an aerial photo should be used as a basemap. They should have a north arrow, a scale bar and the date the aerial photo was take should also be noted. The acreages should be calculated using the GIS data used to create the map and the the sum of all landuse acreages should add up to the complete acreage of the planning district in question.

Currently, virtually every sizable project requires a Port Master Plan Amendment. The problem is at the Port Master Plan isn't clear and virtually every project needs to further describe goals of the project. A clear Port Master Plan will encouraged the Port and developers to propose projects which are in line with the Plan. This is how a guiding document is intended to work.

I support this project. I think it is the right move for San Diego, but I request that you not approve any maps that are "illustrative" or acreages which don't represent the real world.

Planning district 3 is likely the most inherently valuable property in San Diego. Landuse decisions on this property are simply too important to be guided by a document which is inherently flawed.

Sincerely,

Ari Isaak  
3311 Boundary Street  
San Diego, Ca 92104  
858.633.6447  
aisaak@evarigisconsulting.com

106

October 1, 2013

RECEIVED

OCT 04 2013

CALIFORNIA  
COASTAL COMMISSION  
SAN DIEGO COAST DISTRICT

To: Mary Shallenberger, Chairwoman  
California Coastal Commission  
San Diego Coast District Office  
7575 Metropolitan Drive Suite 103  
San Diego, California 92108-4402

From: Don Wood

**Subject: October 10, 2013 Coastal Commission Meeting Agenda Item 25, d: San Diego Port Master Plan Amendment 45: San Diego convention center expansion and hotel project proposal**

Chairwoman Shallenberger and Commission Members:

I have been given to understand that the Port's coastal commission lobbyist, Susan McCabe, has ensured the Port that a majority of coastal commission votes to approve this project are already "in the bag", even after your own staff issued a project report that clearly states that the current proposal would violate the California Coastal Act, the very law you each were appointed to uphold and enforce.

If you vote to approve this proposal today, you will be sending the public several messages:

1. That if a project promoter hires Susan McCabe as their lobbyist, this Commission will be willing to approve that project, even when it is crystal clear, as explained by your own staff, that the project violates the California Coastal Act and CEQA,
2. That project mitigation commitments made by the port to this Commission in the past related to previous projects are meaningless and that those mitigation commitments will not be enforced by this Commission, as long as the port hires the right lobbyist,
3. That this new generation California Coastal Commission is no longer the organization the late Peter Douglas devoted his life to, and no longer the internationally respected protector and steward of California's publicly owned tidelands it once was.
4. That real estate developers can ignore the California Coastal Act, since there is no longer a state regulatory agency committed to enforcing that law.

I urge you today to do your constitutional duty and the job you were appointed to do, and reject this illegal proposal, since, as your own staff notes in its report, the current proposed project would violate the California Coastal Act and the California Environmental Quality Act.

Please direct the port, the city and the convention center corporation to fix the inconsistencies so that the Commission is not being asked to approve an illegal proposal. If at some later date they develop a revised proposal that fully complies with the California Coastal Act and CEQA, they can bring it back to this Commission for your review.

Thank you.

*Don Wood*

Don Wood  
4539 Lee Avenue  
La Mesa, CA 91941  
Dwood8@cox.net

107

**Lilly, Diana@Coastal**

---

**Subject:** October Coastal Commission Meeting in San Diego

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**From:** Michael Warburton [<mailto:warburto@sonic.net>]

**Sent:** Wednesday, September 25, 2013 12:41 PM

**To:** Christine Gaunt; Kristen Aliotti

**Cc:** diane coombs; [0717judy@gmail.com](mailto:0717judy@gmail.com); Abbe Wolfsheimer; Aaron Contorer; Anthony Mendiola; [aspurlock@sp-land.com](mailto:aspurlock@sp-land.com); [BDCoons@aol.com](mailto:BDCoons@aol.com); [betsymorris@cox.net](mailto:betsymorris@cox.net); Bill Kuni; Brigitte Browning; Bruce Reznik; Bruce Warren; Capretz, Nicole; [caryl Lowe@cox.net](mailto:caryl Lowe@cox.net); Cathy O'Leary Carey; Christine Gaunt; Conny Jamison; Cory Briggs; Danah Fayman; Daniel Hazard; Dave Grubb; Dave Roberts; David Rolland; [deanna.spehn@asm.ca.gov](mailto:deanna.spehn@asm.ca.gov); Deborah Hill; Lee, Deborah@Coastal; derek casady; [dfrye@san.rr.com](mailto:dfrye@san.rr.com); Dick Goldman; [dlrosenberg@mac.com](mailto:dlrosenberg@mac.com); Drew Hubbell; Elyse Lowe; Emily Williams; Emily Young; [eradbami@cox.net](mailto:eradbami@cox.net); George Driver; Gina Rogers; Graham Forbes; Harry Zanville; Heather Goldman; Howard Blackson; Ilan Lael Foundation; Jan Chatten-Brown; Jay Powell; Jeanne Brown; Jim Frost; Jo Brooks; Joan Dahlin; John eger; John Hartley; John Lamp; John Lomac; John McNab; Judy Swink; Julia Garwood; JW August; Katheryn Rhodes; [katsjam@cox.net](mailto:katsjam@cox.net); [kelly.bennett@voiceofsandiego.org](mailto:kelly.bennett@voiceofsandiego.org); Laurie Black; Lawrence Herzog; [lsaldana76@tmo.blackberry.net](mailto:lsaldana76@tmo.blackberry.net); [marisa@sdfoundation.org](mailto:marisa@sdfoundation.org); Marti Kranzberg; Mary Hanson; Mel Shapiro; Michael Warburton; michele Addington; Mike Singleton; [mkobrak@san.rr.com](mailto:mkobrak@san.rr.com); Murtaza Baxamusa; Nancy & Gary Weber; Nick Marinovich; Nico Calavita; [nicola@sdfoundation.org](mailto:nicola@sdfoundation.org); Norma Damashek; Paul Eichen; Peggy Lauer; Peggy Budd; Phil Bona; Rachel Levin; Ramona Salisbury Kiltz; Sara Wan; Scott Andrews; Shannon Bradley; sherri lightner; Simon Andrews; Steve Erie; Steve Peace; Susan Riggs Tinsky; Susan Tinsky; Teddy Cruz; Trudy Stambok; Vicki Estrada; Vicki G; Vonn Marie May; Walter Munk; Zambrano, Myrna

**Subject:** Re: October Coastal Commission Meeting in San Diego

So well said! "View corridors" are a lie and most people know it. The public can indeed act to protect heritage views and public access. Thanks to Diane for noting that all Californians have public trust rights in coastal heritage and yet, many Coastal Commissioners need constant reminders of their role as public trustees. That reminder is an important part of any Coastal Commission Meeting. Thanks for all your good work!

Michael Warburton  
Executive Director  
Public Trust Alliance  
[www.publictrustalliance.org](http://www.publictrustalliance.org)  
[michael@rri.org](mailto:michael@rri.org)

At 11:12 AM 9/25/2013, Christine Gaunt wrote:

When I first moved to the waterfront in San Diego in 2001, I attended an event where then Port Commissioner Steve Cushman spoke. After listening to the glowing tales of the wonderful waterfront being created, I rather hesitantly raised my hand and asked if the Port was going to stop blocking the access to the waterfront after the completion of the second tower of the Grand Hyatt? My mentor in International Trade was Pat Davis, a 24 year Port Commissioner in Seattle, who ran and won on the premise of not allowing big blocking developments at the Seattle waterfront so I knew what worked elsewhere. Commissioner Cushman very heatedly responded that the Port had..."kept its compact with the people of San Diego by maintaining a view corridor over the top of the Convention Center!!! I was speechless, since I lived several blocks from this "view corridor" and nearly had a coronary walking up all of the steps to crest the top of the building. I still own a condo there and the only view I have seen for many blocks is a rather ugly and poorly designed Convention Center-Marriott-Grand Hyatt Wall of Wonder. What is the point of a waterfront location that walls off everything inside and out in its shadow. So please, keep up the fight! Mr. Cushman certainly has kept promoting his vision of "view

corridors". I live in Seattle for now but I plan to be back and i cannot stress too strongly that blocking off the waterfront is not just bad public policy but bad economics where in the end, only a few benefit temporarily. Sorry I will not be in town to attend the meetings.

Christine Gaunt

Founder of the Harborfront Coalition, now ceded to Friends of the Waterfront

[cmgauntess@icloud.com](mailto:cmgauntess@icloud.com)

206-941-4463

NOTE NEW CELLULAR AND EMAIL

On Sep 25, 2013, at 10:18 AM, Kristen Aliotti wrote:

and, the grassy space that's there now is very nice! - and OPEN! (in addition to your points, Diane)

i hope that people will repeat and repeat and repeat: a roof-top park is.... **a joke, an insult, useless, ridiculous, a "lie" (it won't "be" public space) and so much more - trying to foist it off on us as a park with a straight face must be what people get paid the big bucks for, but let's not let it go by without calling it to the attention of the decision makers, that we can see through it, and don't appreciate it**

On Sep 24, 2013, at 6:45 PM, diane coombs <[drbcoombs@msn.com](mailto:drbcoombs@msn.com)> wrote:

Friends of OUR WATERFRONT,

It has been several months since I reported to Friends of OUR WATERFRONT - I have been traveling and hosting house guests as I am sure many of you have. On Saturday, we left summer and moved into fall and just in time to focus on the future of OUR WATERFRONT. I am sure you are still in the catch-up mode but please put the October Coastal Commission meeting in San Diego on your calendar!!! It will be held at the Crown Plaza Hotel in Mission Valley, 2270 Hotel Circle North, October 9 though 11. I am told that the San Diego Region items will be heard on Thursday, Oct. 10.

While I am focusing on the Convention Center expansion item, you should know that the Romney house in La Jolla is on the agenda so you can expect a lot of people out and perhaps a long meeting. FRIENDS OF OUR WATERFRONT should be there to oppose the proposed Convention Center Expansion and many of you have your own reasons but below I am listing some of my own after decades of participation in waterfront planning and supporting preservation of our waterfront for public uses and WATER dependent uses that create REAL jobs!

On July 29, 1915, Theodore Roosevelt came to San Diego and left us with this message:

"I hope you in San Diego, whose city is just entering in its great period of development will recognize what so many old communities have failed to recognize. That beauty is not only worthwhile for its own sake but that it is also valuable commercially. Keep your waterfront and develop it so that it will add to the beauty of your city. Do not let a number of private individuals make it hideous with buildings and then force your children to pay for them an exorbitant sum to get rid of the ugliness they have created"



Before supporting the Convention Center expansion on OUR WATERFRONT, any individual or organization must have independent and balanced information to the following questions:

- \* Has the need for an expanded convention center on OUR WATERFRONT been irrefutable documented? Has the need for an expanded convention center, regardless of location been documented? (My dear departed friend Ian Trowbridge would have suggested this is all about Comic Com and an "Mine is as big or bigger than Yours" syndrome).
- \* Is there in place a legally tested mechanism to fund the costs without impact on tax payers
- \* If the convention center should be expanded, is there NO alternative site other than walling off yet another piece of the waterfront for a non-waterfront dependent use?
- \* What is the future of the Convention Center Business - I recommend to you the 8/15/13 Reader article by Don Bauder .

The staff report on this item will come out this Friday - it is clear to me that this proposal to wall off the remainder of South Embarcadero is an affront to the Coastal Act as well as the Public Trust Doctrine and we should be there to say NO!!!

Diane

**CALIFORNIA COASTAL COMMISSION**

SAN DIEGO AREA  
7575 METROPOLITAN DRIVE, SUITE 103  
SAN DIEGO, CA 92108-4421  
(619) 767-2370



# Th25d

September 27, 2013

**TO: COMMISSIONERS AND INTERESTED PERSONS**

**FROM: SHERILYN SARB, DEPUTY DIRECTOR, SAN DIEGO COAST DISTRICT  
DEBORAH LEE, DISTRICT MANAGER, SAN DIEGO COAST DISTRICT  
DIANA LILLY, COASTAL PROGRAM ANALYST, SD COAST DISTRICT**

**SUBJECT: Staff Recommendation on San Diego Unified Port District Port Master Plan  
Amendment No. 6-PSD-MAJ-45-13 (Convention Center Expansion III). For  
Commission consideration and possible action at the Meeting of October 9-11,  
2013.**

---

## **SUMMARY OF REQUEST**

The proposed Port Master Plan Amendment (PMPA) consists of changes to the text, graphics, project list, and Public Access Programs for the South Embarcadero subarea of the Port Master Plan to allow for the expansion of the existing San Diego Convention Center (SDCC) and the construction of a new Hilton Hotel tower. The SDCC is located in downtown San Diego, on the bayward side of Harbor Drive, overlooking San Diego Bay. The existing Hilton Hotel is located approximately 370-550 feet southeast of the SDCC, across Park Boulevard.

The existing, approximately 100-foot high, 2,613,465 square feet SDCC would be expanded approximately 740,000 sq.ft. The expansion would extend the existing building up to approximately 275 feet towards the existing Hilton hotel, in the area now occupied by a 1.6 acre landscaped open space, public art and Park Boulevard, and approximately 185 feet bayward, in the area currently developed with the grassy bayfront park, the water transit center, the Fifth Avenue Landing parking lot, and Convention Way. In order to accommodate the expansion, Park Boulevard would be realigned to be roughly parallel with the Hilton hotel, and Convention Way would be shifted to be adjacent to the existing public promenade. As a result, Park Boulevard would be located immediately adjacent to the proposed pedestrian walkway. The water transit center would be relocated to the shoreline at the corner of Convention Way and Marina Park Way.

The roof of the SDCC expansion area, which slopes upward from northwest to southeast, is proposed to be developed as an approximately 5-acre public park/plaza. The park would be accessible from a ramp walkway located along Convention Center Way, as well as from a variety of access points including the existing stairs and skywalk built with the first expansion of the SDCC, and elevators. The rooftop park/plaza would include a mix of hardscape and landscape, including lawns, shrubs, wetland plants, pavilions, gardens

with lighted paths and fixed and movable furnishings. Support facilities such as restrooms, and park mechanical and maintenance facilities would be provided.

The addition to the Hilton would consist of a second tower the same height as the existing tower (372 feet), located to the north of the existing Hilton Hotel tower, next to the existing 7-story parking structure. A new ballroom would be located atop the existing parking structure. The new hotel facilities would include 500 new rooms, a lobby, approximately 55,000 net square feet of ballroom/meeting space, and other ancillary uses. As a result of the SDCC and Hilton expansions, the distance between the two structures would be narrowed to approximately 270 feet.

### **SUMMARY OF STAFF RECOMMENDATION:**

Staff is recommending denial of the PMPA as submitted.

The proposed PMPA will result in significant impacts to views, visual quality and coastal recreation through the substantial loss of already limited waterfront area and open space. Specifically, constructing the 100-foot high, 1,000 foot long expanded SDCC building only 35 feet from the existing public promenade, 70 feet from the water's edge, will significantly diminish the spacious, open feel of the existing public accessway, and will contribute to the sense that the shoreline is part of the Convention Center. Construction of a building of this size and width so close to the waterfront would be unprecedented in San Diego County, because setting back buildings a reasonable distance from the shoreline ensures that the public will have both visual and physical access to the waterfront.

The SDCC expansion also will eliminate the 1.6 acre landscaped open space and public area located adjacent to Harbor Drive while were provided to mitigate the first expansion of the SDCC, and the existing 5.5 acre ground level waterfront grassy park, which was created in part to help offset the impacts to public access and recreation resulting from construction of the existing Hilton and (unbuilt) Spinnaker projects. The waterfront park is one of the few grassy waterfront park areas in downtown San Diego, along with the South Embarcadero Marina Park, which is already cut off downtown. These areas are used by the public for passive recreation such as picnicking and observing the Bay, as well as for events that draw the public down to the waterfront. The project includes construction of a 5 acre rooftop park, but the park would not be visible from any surrounding inland streets, and it is unlikely that people would even be aware of the existence of the park, let alone be willing to travel around and up to the top of the SDCC to stroll and recreate. The current SDCC has terraces and tables located on the waterside of the building which go used and unnoticed by the public, because they appear to be private amenities of the SDCC and it is likely that the proposed rooftop park would be similarly vacant, except for private functions held by the SDCC and the Hilton.

Furthermore, the SDCC and Hilton expansions will significantly reduce the view corridor between the two existing structures. This area is currently approximately 370 feet to 550

feet wide, and is one of the few windows to the water in the solid mass of buildings along almost the entire length of Harbor Drive. The proposed expansion will reduce the distance between the buildings to approximately 270 feet, creating a tunnel effect and significantly reducing views, particularly from the pedestrian bridge spanning Harbor Drive at Park Boulevard.

Since the first Convention Center expansion was approved, Park Boulevard/Convention Center Way has been the only vehicular access to the public park at Embarcadero Marina Park South. In many ways, Park Boulevard/Convention Center Way currently functions mainly as back-of-house access to the SDCC. As proposed, Park Boulevard would be redesigned to provide valet parking to the SDCC, and operate as the main accessway to the Hilton. Only a narrow road behind the SDCC would remain for Embarcadero Marina Park access. By narrowing the corridor between the structures even further, and expanding the SDCC next to the water, the project would further isolate this major coastal recreational resource, essentially transforming it into a private amenity for SDCC visitors.

Since the PMPA was originally submitted, Commission staff and Port staff have worked to make revisions to the project to address the impacts identified above. Unfortunately, there are two key elements—construction of a pedestrian bridge at 4<sup>th</sup> Avenue, and revisions to the southwest corner of the SDCC expansion, where Port and Commission staff were unable to reach agreement on. Construction of a pedestrian bridge linking the Gaslamp District to the skywalk on the existing SDCC was reviewed as part of the EIR prepared for the PMPA, but ultimately not included in the project due to a lack of funding. Currently, getting to the bayfront from the Gaslamp District requires crossing multiple railways and lanes of traffic at ground level and either going up the steep stairs and over the middle of the building, or walking at least 1,000 feet around the SDCC to the little known “canyon” accessway on the north side of the building, or walking the same distance to the south side of the building and another 1,000 feet down Park Boulevard to the shoreline. Given these obstacles and the lack of wayfinding signage or other objects drawing people to the water, there is currently almost no relationship between upland areas and the coast. A pedestrian bridge at 4<sup>th</sup> Avenue could drastically improve the connection between the busy downtown area and the shoreline that was essentially eliminated by the first SDCC expansion. Even if funding is not currently available, Commission staff suggested language could be added to the PMP that would require the Port District to pursue funding for the bridge, and return to the Commission for a PMPA at a time certain if funding and construction of the bridge proves infeasible, to propose alternative means of improving waterfront access and activation of limited public spaces. Thus, the Commission could have been assured that the both the existing and proposed public improvements around the SDCC would actually be available to and used by the public.

Revisions to the building itself were also discussed, in the form of “notch” in the southwest corner of the proposed SDCC expansion and angling the building corner to

preserve some of the views of the waterfront from the existing Park Boulevard pedestrian bridge. Although only a minor change in the building configuration was contemplated, this change would have reduced the view blockage that will result from the proposed SDCC expansion. These potential changes are described in greater detail in the project description, below.

Therefore, staff is recommending the Port Master Plan Amendment be denied as submitted at this time.

**The appropriate motions and resolutions can be found on Page 4. The main findings for denial of the begin on Page 7.**

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**Port Master Plan Amendment Procedure.** California Code of Regulations, Title 14, Section 13636 calls for port master plan amendments to be certified in the same manner as provided in Section 30714 of the Coastal Act for certification of port master plans. Section 13628 of the Regulations states that, upon the determination of the Executive Director that the master plan amendment and accompanying materials required by Section 13628(a) are sufficient, the master plan amendment shall be deemed submitted to the Commission for purposes of Section 30714 of the Coastal Act.

The subject PMPA was deemed submitted on July 15, 2013. Within 90 days after this submittal date, the Commission, after public hearing, shall certify or reject the amendment, in whole or in part. Thus, the Commission must take action by October 13, 2013. If the Commission fails to take action on the amendment submittal within the 90-day period, the proposed amendment is deemed certified.

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## **STAFF RECOMMENDATION:**

### **I. PORT MASTER PLAN SUBMITTAL - RESOLUTION**

Following a public hearing, staff recommends the Commission adopt the following resolution and findings. The appropriate motion to introduce the resolution and a staff recommendation are provided just prior to the resolution.

**RESOLUTION I** (Resolution to deny certification of Port of San Diego Master Plan Amendment No. 6-PSD-MAJ-45-13)

### **MOTION I**

I move that the Commission certify the San Diego Unified Port District Master Plan Amendment No. 6-PSD-MAJ-45-13 as submitted by the port.

### **Staff Recommendation**

Staff recommends a **NO** vote. Failure of this motion will result in rejection of the port master plan amendment and adoption of the following resolution and findings. The motion to certify passes only upon an affirmative vote of a majority of the Commissioners present.

### **Resolution I**

#### **Deny Certification of Amendment**

The Commission hereby denies certification to San Diego Unified Port District Master Plan Amendment No. 6-PSD-MAJ-45-13 and finds, for the reasons discussed below, that the amended Port Master Plan does not conform with or carry out the policies of Chapter 3 and Chapter 8 of the Coastal Act. Nor would certification of the amendment meet the requirements of the California Environmental Quality Act, as there are feasible alternatives and mitigation measures that would substantially lessen the significant adverse impacts on the environment that will result from certification of the amendment.

## **II. FINDINGS AND DECLARATIONS.**

The Commission finds and declares as follows:

**A. Previous Commission Action.** The Commission certified the San Diego Unified Port District Master Plan on October 14, 1980. The Commission has reviewed approximately forty-three amendments since that date.

**B. Contents of Port Master Plan Amendments.** California Code of Regulations Title 14, Section 13656 calls for port master plan amendments to be certified in the same manner as port master plans. Section 30711 of the Coastal Act states, in part, that a port master plan shall include all the following:

- (1) The proposed uses of land and water areas, where known.
- (2) The proposed design and location of port land areas, water areas, berthing, and navigation ways and systems intended to serve commercial traffic within the area of jurisdiction of the port governing body.
- (3) An estimate of the effect of development on habitat areas and the marine environment, a review of existing water quality, habitat areas, and quantitative and qualitative biological inventories, and proposals to minimize and mitigate any substantial adverse impact.

- (4) Proposed projects listed as appealable in Section 30715 in sufficient detail to be able to determine their consistency with the policies of Chapter 3 (commencing with Section 30200) of this division.
- (5) Provisions for adequate public hearings and public participation in port planning and development decisions.

The Commission finds that the proposed port master plan amendment do not conform to the provisions of Section 30711 of the Coastal Act. The proposed changes in land and water uses do not contain sufficient detail in the port master plan submittal for the Commission to make a determination that the proposed amendment is consistent with the Chapter 3 and Chapter 8 policies of the Coastal Act.

The proposed amendment was the subject of an Environmental Impact Report under the California Environmental Quality Act. The Environmental Impact Report associated with the plan amendment was subject to public review and hearing and was adopted by the Board of Port Commissioners on December 19, 2012 as Resolution #2012-135. A public hearing on the proposed master plan amendment was held and the amendment was adopted by the Board of Port Commissioners on December 19, 2012 as Resolution #2012-136.

**C. Standard of Review.** Section 30700 states that Chapter 8 shall govern those portions of the San Diego Unified Port District, excluding any wetland, estuary, or existing recreation area indicated in Part IV of the Coastal Plan. The entire water area under the jurisdiction of the Port of San Diego is covered by Chapter 3 policies because San Diego Bay is mapped as an estuary and wetland in Part IV of the Coastal Plan, and on the maps adopted by the Commission pursuant to Section 30710 of the Act. Sections 30714 and 30716 of the Coastal Act provides that the Commission shall certify a PMPA if the it conforms with and carries out the policies of Chapter 8 of the Coastal Act or, if there is a portion of the proposed PMPA that is appealable to the Commission pursuant to section 30715 of the Coastal Act, then that portion of the PMPA must also be consistent with Chapter 3 policies of the Coastal Act. Pursuant to section 30715(a)(4) of the Coastal Act, a port-approved hotel, motel or shopping facility not principally devoted to the sale of commercial goods utilized for water-oriented purposes is appealable to the Commission. The proposed amendment involves changes to the text and project list of the Centre City Embarcadero Planning District 3. The proposed new Hilton hotel tower and associated improvements are appealable to the Commission and thus, that portion of the proposed PMPA must be consistent with both the Chapter 8 and Chapter 3 policies of the Coastal Act. Any proposed redesignations of water area between Specialized Berthing and Recreational Berthing, to accurately reflect the location of the existing transient marina, would be subject to the Chapter 3 policies of the Act. The Convention Center Expansion project is not located within San Diego Bay, and is not identified as an appealable project; thus, Chapter 8 is the standard of review for this portion of the project.



#### **D. Summary of Proposed Plan Amendment and History.**

##### **1. Project Setting & History.**

The existing San Diego Convention Center (SDCC) is located in downtown San Diego, on the bayward side of Harbor Drive, overlooking San Diego Bay. The site and the area surrounding the site are entirely developed with urban uses. The existing Hilton Hotel is located to the southeast, the Marriott hotel to the northwest, and Petco Park across Harbor Drive to the northeast. The existing Embarcadero Marina Park South public park is located bayward of the Convention Center. Access to the SDCC is from Harbor Drive and from Park Boulevard, which becomes Convention Way/Marina Park Way behind the SDCC. Park Boulevard/Convention Way/Marina Park Way is also the only accessway to Embarcadero Marina Park South (see Exhibit #1).

The existing, approximately 100-foot high SDCC has a gross building area of 2,613,465 square feet with a maximum capacity of 125,000 people. This includes approximately 525,700 sq.ft. of prime exhibit hall, 90,000 sq.ft. of additional exhibit space in the Sails Pavilion, approximately 118,700 sq.ft. of meeting rooms, and two ballrooms totaling approximately 81,000 sq.ft.

The original SDCC was approved by the Commission in November 1984 on an approximately 16-acre site on the northwest side of 5<sup>th</sup> Avenue at Harbor Drive. In January 1996, the Commission approved PMPA #21 providing for a two-level, approximately 800,000 sq.ft. expansion on the southeast side of the existing structure, roughly doubling the size of the existing center at that time. The expansion spanned, and thus required the closure of 5<sup>th</sup> Avenue bayward of Harbor Drive, which at that time provided direct access to Embarcadero Marina Park South. As a replacement for the loss of this accessway, the expansion included a “skywalk” on the roof of the proposed expansion, consisting of stairs and a funicular (inclined elevator) on the Harbor Drive side of the building, leading up approximately 70 feet to a lookout area on the top of the structure, with stairs and an elevator on the bay side of the structure to provide access to terraces on the building and the ground level park and promenade.

The existing Bayfront Hilton Hotel was approved by the Commission in December 2001 (PMPA #31). The approved project consisted of construction of a 1,000-2,000 room hotel, parking structure and marina at the Hilton site, a new water transit center, a new public recreational pier, a 60 to 35-foot wide public promenade within the industrial leaseholds along the bayfront, a 5.5 acre waterfront park and plaza between the hotel and the existing SDCC, and a 250-room “Spinnaker” hotel with ancillary hotel facilities, restaurant and retail uses located bayward of the SDCC, at the entrance to Embarcadero Marina Park.

Most, but not all of the components of the PMPA approved were implemented, including construction of a 30 story, 372-foot high, 1,200 room Hilton Hotel, the extension of the bayfront promenade paralleling the shoreline, the 5.5-acre waterfront park, and the water transit center. The Spinnaker hotel and associated facilities, and the public recreational dock (other than a small stub not open to the public) have not been constructed. The area proposed for the Spinnaker hotel has been converted to a parking area used mainly by the SDCC for special events, or left vacant.

## 2. Amendment Description

### a. Original Proposal

The proposed Port Master Plan Amendment (PMPA) for the San Diego Convention Center (SDCC) expansion involves changes to the text, the project list, the graphics, and land use allocations within the Port District's Centre City Embarcadero Planning District 3 to accommodate a major expansion to the existing Convention Center, expand the existing Bayfront Hilton, and revise/remove the previously proposed projects located in the area of the proposed expansion. The project includes the following components:

- Construction of an approximately 740,000 sq.ft. addition to the SDCC;
- Construction of an approximately 5 acre rooftop park/plaza atop the SDCC;
- A 500 room expansion of the Hilton;
- Realignment and narrowing of Convention Way bayward;
- Relocation of the Fifth Avenue Landing Water Transportation Center westward;
- Realignment and upgrades to existing utility infrastructure; and
- Updates to the PMP Public Access Plan

The proposed SDCC expansion would extend the existing building up to approximately 275 feet towards the existing Hilton hotel, in the area now occupied by a 1.6 acre landscaped open space, public art, and Park Boulevard, and approximately 185 feet bayward, in the area currently developed with the grassy bayfront park, the water transit center, the Fifth Avenue Landing parking lot, and Convention Way. In order to accommodate the expansion, Park Boulevard would be realigned to be roughly parallel with the Hilton hotel, and Convention Way would be shifted to be adjacent to the existing public promenade. As a result, Park Boulevard would be located immediately adjacent to the proposed pedestrian walkway and terminate more directly at the bay. The water transit center would be relocated to the shoreline at the corner of Convention Way and Marina Park Way, at the location previously intended for the Spinnaker hotel.

The proposed SDCC addition would add approximately 220,150 sq.ft. of prime exhibit hall, approximately 101,500 sq.ft. of meeting rooms, and approximately 78,470 square feet of ballroom space, for a total building area of 736,150 square feet. New exterior space would include 172,220 sq.ft. of rooftop park/plaza, 35,750 sq.ft. of inclined

walkway, and 26,730 sq.ft. of visitor-serving retail in the interior and up to an additional 15,770 sq.ft. on the exterior of the proposed building. The existing 16,880 sq.ft. of outside public terraces would be removed to accommodate the expanded building. The total gross building area for the expansion, including exterior space, would increase from 2,614,460 sq.ft. to 3,624,210 sq.ft. The two-level expansion would reach approximately 110 feet above grade at its highest point on its southeastern end and would decline steadily to approximately 62 feet at its northwestern end.

The roof of the SDCC expansion area, which slopes upward from northwest to southeast, is proposed to be developed as an approximately 5-acre public park/plaza. The park would be accessible from a variety of access points including the stairs, skywalk, and funicular at Harbor Drive, stairs and an elevator at the southwest corner of the expansion, near the entry onto Marina Park Way, elevators at the south midpoint of the rooftop park/plaza on the bayward side of the structure, a ramp walkway located along Convention Center Way, and an elevator at Park Boulevard. Access would also be available from within the Convention Center. The rooftop park/plaza would include a mix of hardscape and landscape, including lawns, shrubs, wetland plants, pavilions, gardens with lighted paths and fixed and movable furnishings. Support facilities such as restrooms, and park mechanical and maintenance facilities would be provided. Although the primary purpose of the rooftop park/plaza is to provide passive public recreational opportunities; as proposed, portions or all of the 5-acre rooftop park/plaza may be utilized for organized events, including large concerts associated with corporate incentive type groups consisting of up to 4,000 individuals, receptions with light music, outdoor catered banquets of various sizes, chef's table tastings, and commercial photo, video, or movie shoots.

The PMP also includes a major addition to the existing Hilton hotel. The addition would be a second tower the same height as the existing tower (372 feet), located to the north of the existing Hilton Hotel tower, within the space bounded to the northwest by the existing Hilton Hotel entrance ramp, to the southeast by the existing 7-story parking structure and to the southwest by the Hilton Driveway (Gull Street). Because this site is too narrow to accommodate the entire footprint of the new tower, a portion of the tower would cantilever over the existing Hilton Hotel entry ramp and the existing Hotel Parking Facility. A new grand ballroom would be located atop the existing parking structure; at its highest point, the grand ballroom would be approximately 60 feet above the top floor of the existing parking deck. The new hotel facilities would include 500 new rooms, a lobby, approximately 55,000 net square feet of ballroom/meeting space, and other ancillary uses. The lobby for the new guestroom tower would be located at the same level as the lobby within the existing Hilton hotel. The two lobbies would connect via an enclosed bridge over the Hilton Driveway.

The expansion area is currently designated in the PMP for Commercial Recreation, Park/Plaza, and Promenade uses. These uses would be reallocated to accommodate the proposed SDCC and hotel expansion, the rooftop park, and the realignment of Park

Boulevard/Convention Way. The PMP graphics, text, project list, and public access plans for the South Embarcadero and the Convention Center (separate documents), would also be updated to reflect the proposed expansions.

b. Potential Revisions to the PMPA

The Coastal Act does not provide for the addition of suggested modifications to a Port Master Plan Amendment, but only allows for approval or denial. Thus, since the PMPA was deemed complete on July 15, 2013, Commission staff has been working with Port staff to address some of the Coastal Act issues associated with the proposed amendment, described in detail below. Ultimately, these items were not included in the proposed PMPA; however, the following items were discussed as potential revisions to the PMPA.

Language could be added to the PMPA requiring the Port District to include construction of a pedestrian bridge at 4<sup>th</sup> Avenue connecting to the existing SDCC skywalk on the project list, in order to create a more direct linkage between downtown and the Gaslamp District to the waterfront. This project was included in the project description for the EIR prepared for the PMPA, but ultimately not included in the project due to a lack for funding for the bridge. However, even if funding is not currently available, language could be added to the PMP that would require the Port District to pursue funding for the bridge, but return to the Commission for a PMPA at a time certain if funding and construction of the bridge proves infeasible, to propose alternative means of improving waterfront access and activation of limited public spaces.

The southwest corner of the proposed SDCC expanded building could be pulled back slightly and angled to preserve views of the waterfront from the existing Park Boulevard pedestrian bridge. One suggestion offered by the Port as a minor revision to this side of the building would have resulted in an approximately 5,175 sq.ft. reduction in each of the SDCC levels (ground, 2<sup>nd</sup>, 3<sup>rd</sup>, and roof), and would have reduced the impact on views somewhat (see Exhibits #12 and #13).

On the corner of Convention Way and Marina Parkway, at the relocated water transit center, a new 1,900 sq.ft. public plaza could be constructed. Approximately 12 parking spaces at this location could be designated for public parking, in addition to the water transit center parking. The PMPA could be revised to clearly indicate that a continuous public accessway would be created along the waterfront adjacent to the water transit center connecting to the existing promenade around Embarcadero Marina Park South.

The existing “stub” recreational pier at the foot of Park Boulevard could be opened to the public and improved with benches and perimeter railings to create a waterfront destination point.

The landscape mounds that were created when the Hilton hotel was constructed could be removed in order to open up views of the water from Park Boulevard.

As a condition of approval of the coastal development permit for the Hilton expansion, the applicant could be required to develop on or off-site lower cost visitor accommodations, or pay an in-lieu fee to off-set the impact of developing high-end accommodations on public tidelands.

The Park Boulevard corridor could be designed to draw visitors to the waterfront through the use of landscaping, artwork, enhanced concrete paving, pedestrian scale lighting and furnishings. On the Hilton side of Park Boulevard, treatment of the exposed exterior of the parking garage structure and ramp to the hotel could be treated with public area (e.g. mosaics) and/or decorative vertical landscaping to enhance the pedestrian experience between Harbor Drive and the Hilton access route.

As much as 15,000 sq.ft. of visitor-serving uses, such as retail, museum, art gallery, vitrines (glass display cases), or other activating uses, could be located on the southwesterly facing (bayward) façade of the SDCC. Several crosswalks could be designated on Convention Center Way to allow pedestrians to easily access these features from the public promenade.

The amended Convention Center Public Access Program (CCPAP) could be significantly expanded to include specific requirements for street furniture and amenities such as telescopes and benches. The plan could require that a comprehensive, integrated signage and wayfinding program be developed that includes the provision of new and replacement signage directing the public to, around, and over the SDCC, linking downtown with the waterfront, be implemented. Signage could include an acknowledgement that the public amenities associated with the SDCC have been developed as a partnership between the Port, the City, and the Coastal Commission.

A “Public Realm Design Principles and Programming Plan” could be incorporated in the CCPAP to describe and define how public use of the public spaces associated with the SDCC will be developed and improved. Policies requiring that all public improvements be developed prior to or concurrent with the SDCC and Hilton expansions could be added, as well as policies ensuring that public access will be maintained during construction. Limitations on the private use of the SDCC rooftop park and the recreational pier to no more than 15% of the year could be added consistent with the limitations that were placed on the event area associated with the Marriott hotel expansion recently approved by the Commission (PMPA #43).

In September 2013, upon reviewing the existing conditions of the SDCC area with Port staff, Commission staff determined that the “transient oriented” marina of 20-30 yacht slips that was approved through PMPA #31 was not constructed next to the proposed recreational dock in the area designated as Recreational Boat Berthing in the approved PMP Precise Plan. This area contains a cap on the bay bottom covering contaminated sediment, and thus, is not suitable for a marina. Instead, the short-term marina was

constructed next to the former Fifth Avenue Landing Site, where the Spinnaker Hotel was to be located. This area is designated Specialized Berthing, and was intended to be the location of only the approved ferry landing/water taxi docks. Both the transient marina and the water transit center docks were constructed through a single permit for both facilities at the same location. As a recreational small craft marina related facility, the coastal development permit for the marina should have been processed by the Port District as subject to the review and appeal of the Coastal Commission. However, as construction of the marina was incorporated into a single permit associated with the non-appealable ferry landing/water transit center permit, the permit was mistakenly deemed non-appealable. Thus, the Commission was not notified of the project or the incorrect location of the marina.

Thus, the Port should revise the PMPA to include text and map changes identifying the as-built location of the transient marina, and designating the area as Recreational Boat Berthing. The area next to the public recreational dock should revert to the previous designation of Specialized Berthing.

**E. Findings for Consistency with Chapter 3/Chapter 8 of the Coastal Act.** The proposed PMPA would result in changes to the text, project list, graphics, and public access plan for Planning District 3 (Centre City/Embarcadero) of the Port Master Plan. In order for the Commission to certify the PMPA, the Commission must determine that the amendment conforms to the following applicable Chapter 3 and Chapter 8 policies of the Coastal Act.

1. Visual Quality, Public Access and Public Recreation

The following Coastal Act policies are relevant and applicable:

Section 30210

*In carrying out the requirement of Section 4 of Article X of the California Constitution, maximum access, which shall be conspicuously posted, and recreational opportunities shall be provided for all the people consistent with public safety needs and the need to protect public rights, rights of private property owners, and natural resource areas from overuse.*

Section 30211

*Development shall not interfere with the public's right of access to the sea where acquired through use or legislative authorization, including, but not limited to, the use of dry sand and rocky coastal beaches to the first line of terrestrial vegetation.*

Section 30212

*(a) Public access from the nearest public roadway to the shoreline and along the coast shall be provided in new development projects except where:*

*(1) it is inconsistent with public safety, military security needs, or the protection of fragile coastal resources,*

*(2) adequate access exists nearby, [...]*

Section 30213

*Lower cost visitor and recreational facilities shall be protected, encouraged, and, where feasible, provided. Developments providing public recreational opportunities are preferred.*

Section 30220

*Coastal areas suited for water-oriented recreational activities that cannot readily be provided at inland water areas shall be protected for such uses.*

Section 30221

*Oceanfront land suitable for recreational use shall be protected for recreational use and development unless present and foreseeable future demand for public or commercial recreational activities that could be accommodated on the property is already adequately provided for in the area.*

Section 30251

*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, and, where feasible, to restore and enhance visual quality in visually degraded areas....*

Section 30708

*All port-related development shall be located, designed, and constructed so as to:*

*(a) Minimize substantial adverse environmental impacts. [...]*



*(d) Provide for other beneficial uses consistent with the public trust, including, but not limited to, recreation and wildlife habitat uses, to the extent feasible.*

a. Existing Conditions

As an event facility, the SDCC serves both local, regional, and global visitors. According to the project EIR, including non-registered friends and relatives in the event attendee's travel group, there were an estimated 743,000 SDCC visitors to San Diego. However, the existing 2,000 foot long, multi-story SDCC building also represents a significant physical and visual impediment to the water for the general public, because of its location on the inland side of the first public roadway (Harbor Drive). Thus, while the existing SDCC and Hilton hotel bring large numbers of people to the bayfront, numbers which are expected to continue or increase with the proposed expansion, the Coastal Act concerns center around the impact that this particular design will have on the public's ability to view, access, and use a significant portion of San Diego's bayfront and public parkland.

Although all Port District land is publicly owned, the pattern of shoreline development in downtown San Diego's Embarcadero area over the years bayward of Harbor Drive has created a significant physical and visual barrier between upland areas and the waterfront. The South Embarcadero region is particularly constrained. From the north (second) Hyatt tower south for approximately 2/3 of a mile to the end of the existing SDCC, there is a solid mass of buildings with no views of the water, and only very limited, narrow public accessways in between or over existing buildings.

When the first SDCC expansion was constructed, it required the closure of 5<sup>th</sup> Avenue at Harbor Drive, which at that time provided direct access to Embarcadero Marina Park South. As a replacement for the loss of this accessway, the expansion included a "skywalk" on the roof of the proposed expansion, consisting of stairs and an inclined elevator on the Harbor Drive side of the building, leading up approximately 70 feet to a lookout area on the top of the structure, with stairs and an elevator on the bay side of the structure to provide access to terraces on the building and the ground level park and promenade. The intent was to provide a grand entryway with art to draw people to the waterfront, and park and the public spaces associated with the SDCC.

Unfortunately, both in design and operation, this has not been successful. The funicular is consistently out of order, and the steep stairs are a significant impediment to access, and are not widely used. There is very little signage publicizing the existence of the park from the Harbor Drive side. The linkage between the SDCC and the City's popular Gaslamp District is very poor, requiring pedestrians to cross train tracks, trolley tracks, and five lanes of traffic. The artwork installed on the stairs and skywalk that was intended to attract visitors is so inconspicuous as to be essentially invisible, and does not invite people up the stairway. Once on the skywalk, there is no signage directing the public to the terraces on the bayside of the SDCC, or any indication that the public is welcome,

other than a couple of inconspicuous educational plaques. As a result, few people use the skywalk and the terraces are vacant.

The bayside of the existing SDCC is similarly uninviting to the public. On a recent visit to the SDCC, Commission staff found that several of the bayside elevators leading up the skywalk were out of order. There is little signage on the bayside of the SDCC indicating that the stairs are open to the public or where the stairs lead to. The main stairs directly below the skywalk are flanked by SDCC back-of-the-house parking areas explicitly closed to the public, making the area particularly uninviting.

As a result of the first SDCC expansion, the only vehicular access to the bayfront and Embarcadero Marina Park is now Park Boulevard/Convention Way. However, this streetscape is currently uninviting to both public pedestrian and vehicular traffic. Approaching Park Boulevard from Harbor Drive, the landscaped park alongside Harbor Drive is an attractive island of green space and public art, and the viewshed between the existing SDCC and the existing Hilton in this area is reasonably broad and open, but the large decorative concrete pylons adjacent to the SDCC block direct views to the water. Once on Park Boulevard, landscaping mounded next to the Hilton blocks direct views of the water.

There is an existing pedestrian bridge spanning Harbor Drive that connects the inland side of Park Boulevard to the bayward side of Park Boulevard, next to the existing Hilton. This bridge provides an excellent link to the downtown area south of the ballpark, although this area of downtown is not highly developed, and other than the ballpark, consists mostly of large parking areas. Nevertheless, while not a particular active area, this inland location does function as a reservoir for shoreline parking. However, once across Harbor Drive, much the pedestrian experience on Park Boulevard is fairly unappealing. To get to the shoreline from the pedestrian bridge requires walking alongside the side of the multi-story Hilton parking structure, crossing the busy driveway entrance/exit to the Hilton hotel, and walking next to the Hilton requires crossing a busy driveway. Nowhere along Park Boulevard or Convention Way is there signage directing the public to the shoreline or Embarcadero Park, only signage for SDCC parking and loading docks.

On the bayside of Convention Way, the parking lots developed on the location currently designated for retail and meeting space associated with the Spinnaker hotel proposal, are minimally landscaped and often not available for public parking. On the inland side of Convention Way are SDCC loading docks. Both functionally and visually, Convention Way operates mainly as back-of-the-house access for the SDCC, rather than an inviting public accessway to a major public park.

The intersection of Convention Way and Marina Parkway and the entrance to Embarcadero Park, also referred to as the “elbow” area, is designated in the existing plan for a large plaza associated with the Spinnaker hotel, and a bridge over Convention Way

connecting the SDCC to the Spinnaker hotel. However, in its current state, the elbow consists of a large, typically vacant parking lot next to the water that provides neither pedestrian access nor public parking, an unattractive and inefficient use of bayfront land. There is no pedestrian access from the promenade to Embarcadero Park along the water side of this peninsula. The parking lot at the one existing commercial retail structure in the elbow, Joe's Crab Shack, is underutilized, but is not available to the public even when the restaurant is closed.

The Spinnaker/Hilton redevelopment PMPA resulted in some significant improvements to the public amenities around the SDCC by completing the shoreline promenade, constructing a 5.5 acre waterfront grassy park, a public restroom, and a small amount of publically accessible retail uses alongside the Hilton (although as noted, access alongside the Hilton near Harbor Drive is not particularly pedestrian friendly, and the project created a large landscape mound next to the Hilton that blocks water views). However, because the Spinnaker Hotel and the public and commercial recreation uses associated with the hotel, such as the retail uses alongside the promenade, the plaza at the entry to Embarcadero Park, and the bridge over Convention Way, were never built, these improvements did not resolve the existing serious deficiencies in public access and public facilities.

Under these circumstances, it is particularly critical that all new shoreline development in the North and South Embarcadero regions be sited and designed to restore and enhance the visual quality of the area. Even a relatively small increase in the existing wall of development along the bayfront should be avoided when at all feasible.

b. Proposed Project

Despite all of these obstacles, the demand for waterfront recreation in downtown San Diego is high, and people do manage to reach and use the promenade and Embarcadero Marina Park. The primary goal of any redevelopment of the area must be to address the existing deficiencies in public access and recreation and make this area of the waterfront an accessible, desirable destination for more than just conventioners and hotel guests. The proposed PMPA has the potential to activate and improve the City's shoreline if the impacts of the expansion can be limited and amenities and services that will serve the general public are provided. First and foremost, these are public tidelands and they must be preserved and protected in the public interest.

However, as submitted, the proposed amendment, particularly in its originally form, would result in significant adverse impacts on public space and views towards the shoreline compared to the existing certified PMP. The existing plan envisions the SDCC set back approximately 250 feet from the shoreline, (that is, in its current location), with retail, restaurant, and parking located adjacent to the promenade. A new pedestrian bridge would provide access over Convention Way. The width of the shoreline promenade is

required to be between 30 feet and 60 feet, with a 120-foot wide plaza at the corner of Convention Way and Marina Park Way, next to the Spinnaker Hotel.

Under the proposed plan, the promenade would be 35 feet wide. The SDCC would be set back approximately 35 feet from the promenade, with Convention Way relocated bayward between the promenade and the building. Thus, the expanded SDCC building would be only 70 feet from the water's edge. There would not be a pedestrian bridge over Convention Way.

Locating a 100-foot high, over a 1000-foot long building so close to the waterfront is a significant departure for San Diego County. In addition to the existing SDCC, buildings in the surrounding area include the Hyatt hotel tower, which is set back approximately 275 feet from the water's edge, the Marriott hotel tower, set back approximately 160 feet, and the Hilton, which is set back only 50 feet, but at its narrowest edge. Pushing the SDCC so close to the water and the promenade will result in the building towering over and dominating the narrow public corridor, making the shoreline feel like the private backyard of the SDCC. It will serve as an additional deterrent rather than induce or invite the public to the water.

In addition, the proposed project would eliminate the existing 5.5 acre waterfront park, and the 1.6 acre landscaped area on Harbor Drive. The PMPA includes construction of a 5 acre park on top of the expanded SDCC. The proposed rooftop park, with the various "rooms" and design features is an appealing feature, but it is not clear that this park will provide an equivalent value to the existing ground level public recreational area the expanded SDCC would remove. As described above, the existing SDCC skyway and terraces receive almost no public use, and it is unlikely that the proposed rooftop park would be any more successful in drawing people up on top of the building. Unlike rooftop parks in some other areas of the country that are highly visible, such as New York's City High Line park, the SDCC park will be located on the bayward side of the SDCC, and will not be visible from any surrounding inland public streets. Thus, while the roof park would undoubtedly be a pleasant space for private functions associated with the SDCC and Hilton, it would come at the expense of the public waterfront park being removed by the project.

The proposed expansion would also have a significant effect on views towards the shoreline from Harbor Drive. Although the previously described architectural features and landscaping block any ground level water views, there is still a broad, expansive viewshed between the existing SDCC and the Hyatt, and there are currently excellent views of the water from the Park Boulevard pedestrian bridge. The existing distance between the SDCC and the Hilton facilities ranges from 370 feet to 550 feet. As proposed, this view corridor would be substantially narrowed, to approximately 270 feet. The expansion would visually intrude upon and constrain what should be a major public accessway, open and inviting without being hemmed in by structures. The landscape berm would be removed, which could potentially create a water view that does not exist

now, but this berm was never anticipated when Hyatt/Spinnaker PMPA was certified, and there is no functional reason why there could not currently be water views down Park Boulevard. One of the goals of the certified Port Master Plans specifically states the following:

**IX. THE PORT DISTRICT WILL INSURE PHYSICAL ACCESS TO THE BAY EXCEPT AS NECESSARY TO PROVIDE FOR THE SAFETY AND SECURITY, OR TO AVOID INTERFERENCE WITH WATERFRONT ACTIVITIES.**

- Provide "windows to the water" at frequent and convenient locations around the entire periphery of the bay with public right-of-way, automobile parking and other appropriate facilities.
- Provide access along the waterfront wherever possible with promenades and paths where appropriate, and elimination of unnecessary barricades which extend into the water.

The space between the SDCC and the Hilton is one of few meaningful windows to the water anywhere along the entire span of the South Embarcadero. The significant encroachment into this view shed, without any alternative means of drawing people to this area, would be inconsistent with the mandate of Section 30708 of the Coastal Act that all port-related development shall be located, designed, and constructed so as to provide for beneficial uses consistent with the public trust, including recreational uses, to the extent feasible.

There are feasible alternatives to the proposed expansion that have not been incorporated into the project, or even fully examined. For example, construction of a pedestrian bridge at 4<sup>th</sup> Avenue was a component of the expansion that was reviewed in the EIR prepared for the PMPA, but ultimately not included in the proposed project due to a lack of funding. As described above, getting to the bayfront from the Gaslamp District requires crossing multiple railways and lanes of traffic at ground level and either going up the steep stairs and over the middle of the building, or walking at least 1,000 feet around the SDCC to the little known "canyon" accessway on the north side of the building, or walking the same distance to the south side of the building and another 1,000 feet down Park Boulevard to the shoreline. Given these obstacles and the lack of wayfinding signage or other objects drawing people to the water, there is currently almost no relationship between upland areas and the coast. A pedestrian bridge at 4<sup>th</sup> Avenue could drastically improve the connection between the busy downtown area and the shoreline that was essentially eliminated by the first SDCC expansion. In addition to the new wayfinding signage being proposed, a bridge itself provides the best possible announcement of a pedestrian destination, simply through its existence. A pedestrian bridge linking downtown with the SDCC would also create a direct and obvious link to the proposed rooftop park, which, as noted, is unlikely to receive a great deal of public use if it is difficult to get to and not visible from surrounding areas.

However, despite the clear and numerous benefits associated with the pedestrian bridge at 4<sup>th</sup> Avenue, the Port has indicated that there are currently no funds available to construct it. Preliminary estimates from the Port suggested that the cost of such a facility would be in the vicinity of \$42 million dollars. This initial estimate may not ultimately be accurate; the cost of the existing pedestrian bridge located at Park Boulevard constructed in 2011 was originally projected to be \$12.8 million dollars, and was ultimately constructed for \$26.8 million dollars. That bridge design is unusual as one of the longest self-anchored pedestrian suspension bridges in the world, and it's unclear why a second pedestrian bridge would necessarily be so much more costly.

However, given that funds to construct a pedestrian bridge at 4<sup>th</sup> Avenue may not be currently available, the Port could include the pedestrian bridge in the PMPA, and incorporate language into the PMPA that would require that the Port pursue funding for implementation of the bridge over the next few years. If this ultimately proves infeasible, the Port should return to the Commission with a PMPA to remove the bridge from the project list and propose an alternative means of improving public access to the waterfront from upland areas. However, the Port is not willing to incorporate such language into the proposed PMPA.

Other alternatives that could be incorporated into the project include pulling back the southwest corner of the proposed SDCC expansion and angling the building corner to preserve views of the waterfront from the existing Park Boulevard pedestrian bridge. At one point, the Port and the SDCC suggested a minor revision to this corner of the building might be accommodated (see Exhibit #12). This would have resulted in an approximately 5,175 sq.ft. reduction in each of the SDCC levels (ground, 2<sup>nd</sup>, 3<sup>rd</sup>, and roof). However, in and of itself, this minor revision in the building would not have sufficiently reduced the adverse impacts of the expansion, and the Port District ultimately decided not to include this revision in the proposed PMPA.

In addition, there may be alternatives that would avoid all of the impacts associated with the on-site SDCC expansion. The Port has consistently maintained that only an expansion of the existing SDCC building can address the center's demand for exhibit space. Thus, no offsite alternatives were examined in the project EIR. However, the report prepared by AECOM titled "Refined Analysis of Additional Business Capture Derived from a Potential Expansion of the San Diego Convention Center" prepared for the SDCC on November 15, 2010, and the main source of the claim that only a contiguous expansion would be feasible, made the following conclusions regarding the need for contiguous space:

Contiguous space is generally an issue in the industry, but as long as San Diego builds additional exhibit space that is only ½ level up from the existing space as well as open or readily visible from the current trade floor, it does not appear to be a major issue in determining usage of the building in the future. Only one group out of

all of the interviews stated that they would not be able to return to San Diego if the expanded exhibit floor were not on the same level as the current exhibit floor.

Thus, it appears that contiguous exhibit space is not required by the majority of existing or potential SDCC groups. It also suggests that constructing an additional level on the existing SDCC could be a viable alternative. Other parties have offered alternative expansion plans (see Exhibit #17). However, none of these alternatives, either off-site or top of the existing SDCC were analyzed in the EIR.

The on-going pressure to develop new and expanded structures that incrementally encroach upon the remaining public views to the bay is a challenge the Commission and the Port have faced many times on San Diego's bayfront. Port District staff and Commission staff worked on a number of important revisions and enhancements to the proposed PMPA and the SDCC and Hilton expansions to address the impacts to public access, public recreation, and visual quality (see Project Description). For example, the existing small recreational pier located at the foot of Park Boulevard was originally intended to be expanded for use as a marina. Since the marina was relocated to the northeast, the pier has never been available to the public. This pier could be improved with benches and railings and opened to the public. Additional signage, activating retail uses, improvement pedestrian access to Embarcadero Marina Parkway and improvements to the pedestrian experience on Park Boulevard should all be incorporated in the plan. However, at this time, these revisions have not been offered by the Port.

In summary, the proposed expansion will have significant adverse impacts on public access, public recreation, and views. These impacts could potentially be mitigated by making revisions to the southwest corner of the proposed SDCC expansion, and a commitment by the Port to improve connectivity to downtown and access to the rooftop park through construction of a new pedestrian bridge, or other public access improvements. Improvements to wayfinding and the pedestrian experience on Park Boulevard could also help partially offset impacts from expanding the SDCC closer to the public promenade and narrowing the space between the SDCC and the Hilton, although these measures would not be sufficient in and of themselves.

The Coastal Act does not provide for the addition of suggested modifications to a Port Master Plan Amendment, but only allows for approval or denial. As proposed, the proposed PMPA would authorize development that has not been located, designed, and constructed so as to provide for beneficial uses to public recreation, public access, and visual quality, or to minimize environmental impacts by protecting views to and along the ocean. Therefore, the amendment must be denied.



## 2. Sea Level Rise, Drainage, and Tsunami Risk

The following Coastal Act policies are relevant and applicable:

### Section 30708

*All port-related development shall be located, designed, and constructed so as to:*

*(b) Minimize substantial adverse environmental impacts. [...]*

*(d) Provide for other beneficial uses consistent with the public trust, including, but not limited to, recreation and wildlife habitat uses, to the extent feasible.*

The Convention Center Expansion project proposes to place new development along the San Diego Bay shoreline. The existing convention center is approximately 265 feet inland of the Bay. The new Expansion will be approximately 70 feet from the Bay and will be separated from the Bay by an existing seawall and promenade. The meeting rooms in the Convention Center will be at +32.5' NGVD; however, retail space and the truck docking area will be lower, at +10' and +10.5' NGVD29, respectively.

As required by Section 30708, the proposed development must be located, designed, and constructed so as minimize environmental impacts, and to provide for other beneficial uses consistent with the public trust, including, but not limited to, recreation and wildlife habitat uses, to the extent feasible. Based on the location of the Convention Center Expansion, there are three flood hazard concerns that need to be considered – flooding from overtopping of the seawall, flooding by backwater in the storm drain, and flooding by a tsunami. The flooding conditions will all be worsened in the future with sea level rise. These issues were not covered in enough detail in the 2012 Final Environmental Impact Report (FEIR). As a result, the applicant was asked to examine the flood concerns associated with sea level rise, and to provide information on options to protect life and/or property from tsunami risk. In addition to information in the FEIR the applicant has provided the material to address these flooding concerns.

- June 3, 2013 letter report from Greg Shields, Project Design Consultants to Ms. Anna Buzaitis, United Port of San Diego
- May 30, 2013 Sea-Level Rise and Tsunami Issues report from Terra Costa Consulting Group.

**Seawall overtopping:** The existing seawall ranges in height from 7.38' to 9.02' NGVD29. The seawall will be overtopped when the water levels in the Bay exceed these elevations. The amount of overtopping will depend upon the extent of wall that is lower than the water level. As analyzed by Terra Costa Consultants, the range of future “total water level elevation” by 2080 is 6.72 – 9.66 feet, NGVD29. If San Diego Bay experiences the low range of sea level rise by 2080, total water levels without waves, will

be below the height of the existing seawall at all locations. However, if San Diego Bay experiences the moderate or high range of future sea level rise, then water will routinely exceed the seawall height during moderate and high tides. Flooding of the promenade will begin when the water level in the Bay exceeds 7.38' NGVD29, the lowest part of the seawall. As the water level rises in the Bay, water will flow into the promenade from more sections of the seawall. Thus, for moderate to high sea level rise scenarios, flooding of the promenade area will become a routine condition toward the last third of century (around 2060 and beyond).

Wind waves and boat wake will add to the local water elevation and can cause overtopping of the seawall when the total water level is below the seawall. Waves will add to the flooding concerns when water levels exceed the seawall elevation. As noted by Terra Costa Consultants, storm waves can reach 2 to 3 feet high within the Bay. Also, the Navy operated Sea Tractor Tugs within the Bay. The Convention Center Extension is protected from most of the tug boat wake; however, if the tug veers slightly when it is in front of the Convention Center, the wake at the Convention Center could be about 3 feet high. The concurrence of large wind waves and boat wake was not examined. But, tug activity is likely to be curtailed in the Bay when there are storms, so the most likely combination of wind waves and boat wake that would produce high dynamic water levels would be moderate wind waves and extreme boat wake. Such situations would likely overtop the seawall and cause short-term peaks in flood water depths.

Wind waves and boat wake will add to the situations when total water level (without waves) will overtop the seawall. In general, if San Diego Bay experiences the low range of sea level rise by 2080, wind waves and boat wake will likely overtop the seawall at some or all locations during high tide. If San Diego Bay experiences the moderately high or high range of future sea level rise, then wind waves or boat wake will routinely overtop the seawall during low tide, total water level without waves will routinely exceed the seawall height during high tides and waves or boat wake will add to the flooding. Under any of the projected sea level rise scenarios, the promenade would be flooded occasionally and the lower level development associated with the Convention Center expansion (the retail space and the truck docking area) could also be at risk.

In order to avoid environmental impacts, the proposed development should not add to the seawall for flood protection, but rather should implement programs of sand bag placement for temporary protection of the retail space and truck docking area. If flooding becomes too frequent, the retail space could be abandoned. The retail space could be built now at a higher elevation. Alternatively, the ramp to the rooftop plaza could be elevated now, providing the flexibility to elevate the retail space in the future. The truck docking area might need to install flood barriers and limit deliveries to times when the access and truck areas are not flooded.

**Flooding from the Storm Drain:** A second possible source of flooding to the proposed project is backwater from the storm drain. The storm drain near the Convention Center

Expansion is at about elevation +6.47' NGVD29. Whenever water levels in the Bay exceed this elevation, the Bay water can back up into the storm drain and flood Convention Way. There will be a small delay between the Bay water level and the inland water level; however, these two water levels will be fairly similar. The promenade area will be flooded whenever the water level in the Bay is higher than the elevation of the storm drain. This situation can be corrected for the short term by installing a one-way valve on the storm drain to prevent backwater. Eventually, the Bay water elevation will not be low enough for a long enough period of time to allow the storm drain system to discharge inland flood waters. This will not occur immediately and it will not be exacerbated by the Convention Center Expansion. However, it will be a problem that will have to be addressed throughout the San Diego storm water program since this will be just one of the many storm drains that will have backwater problems due to rising sea level. However, until this situation is corrected, backwater from the storm drain will be a possible source of flood waters that could threaten the lower levels of development at the Convention Center Expansion.

**Tsunamis:** The proposed Convention Center Expansion will be located in an area subject to tsunami inundation. While the last recorded tsunami resulting in as much as 4 feet of run-up (based on observational information from a 1862 earthquake that caused a submarine slide that was the source of the tsunami), the more recent Pacific Ocean tsunamis (Alaska, Chile and Japan) have caused a maximum water elevation of about 2 feet. The water currents from these long-period waves were quite damaging to boats in the harbor, but the overland flows were insignificant. Nevertheless, tsunamis can be very damaging and potentially fatal events.

The provided analysis acknowledges the potential for tsunami risk and has provided a copy of the Hilton Tsunami Preparedness Plan. Although no preparedness plan has been prepared for the Convention Center Expansion at this time, such a plan should be prepared prior to issuance of coastal development permit for the SDCC, providing information on who will be responsible for the plan, how information will be conveyed to the people using the Convention Center Expansion, employee training efforts, coordination with the local Office of Emergency Services for tsunami warning and response, and any additional information that might be appropriate for a high-volume, visitor serving facility.

**Summary:** The proposed Convention Center Expansion will be in a location that is at risk from flooding due to seawall overtopping, backwater from the storm drain and tsunamis. The risks from first two flooding situations might be minimized by modifications to the project design or modifications to the storm drain system. The tsunami risk cannot be avoided, but can be addressed through a preparedness program that plans for a possible event, develops options for safe notification and evacuation, provides information to employees and visitors to the convention center and coordinates the emergency responders in the San Diego area. These items should be incorporated in the permit conditions for the SDCC and the Hilton. Therefore, the PMPA can be found

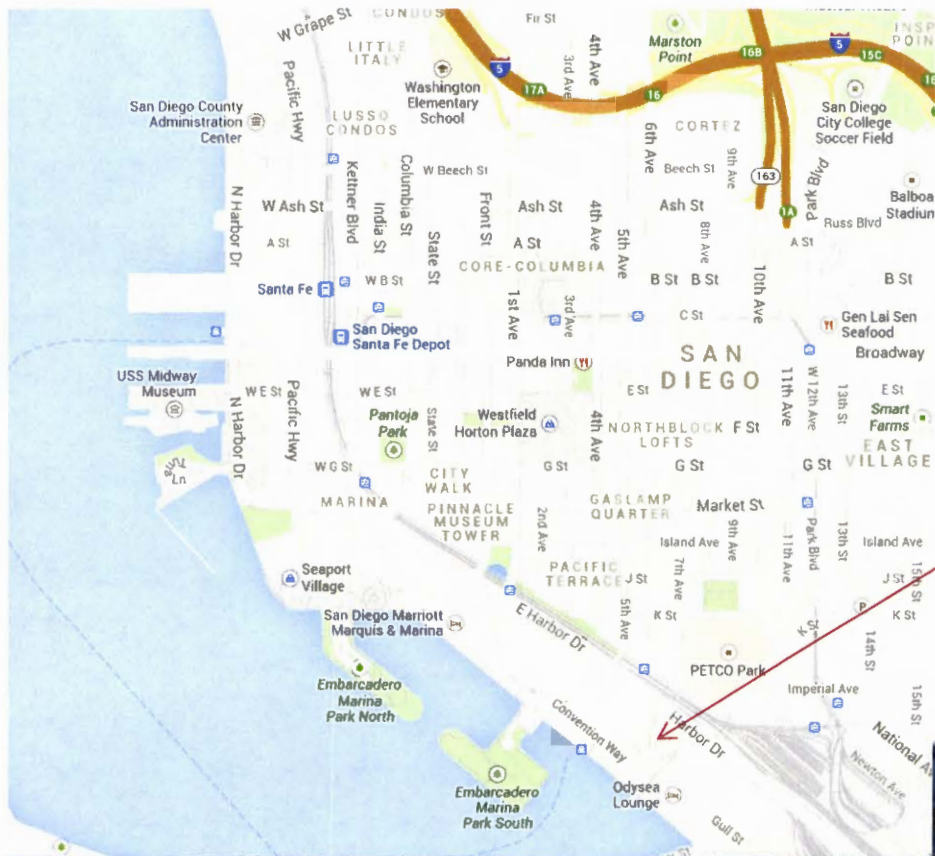
consistent with the hazard protection policies of the Coastal Act. The recommendation of denial is based on inconsistency with the public access, public recreation, and visual quality protection policies of Chapter 3 and Chapter 8.

**F. Consistency with the California Environmental Quality Act (CEQA).**

The proposed amendment was the subject of an Environmental Impact Report under CEQA. The EIR was subject to public review and hearing and was adopted by the Board of Port Commissioners. The Port of San Diego is the lead agency and the responsible agency for purposes of CEQA. In the final EIR the Port identified that even after adopting all feasible mitigation measures, there would be significant unavoidable environmental impacts on the following areas: project-related impacts on Air Quality; Geology and Soils; Greenhouse Gas Emissions; Land Use and Planning; Public Services and Recreation; Transportation, Circulation, and Parking; and Utilities, Service Systems, and Energy; and cumulative impacts on Air Quality; Geology and Soils; Greenhouse Gas Emissions; Land Use and Planning; and Transportation, Circulation, and Parking. The Port determined that specific economic, social, and other benefits of the proposed project outweigh the project's unavoidable adverse environmental effects. In making this determination, the Port made statements of overriding considerations. For example, the Port identified the following overriding considerations: that the project would increase employment opportunities, create new and improved public access and shoreline enhancements in the Project area, stimulate economic growth for the Port, the City of San Diego, and the overall region and will develop economically feasible land uses in the Project area generate revenue, encourage private sector participation, and permit San Diego's Convention Center to remain competitive in the convention and meeting business. Therefore, the Port determined that the benefits of the project outweigh its significant environmental impacts, and therefore, such impacts are considered acceptable.

However, the Commission has found that the PMPA cannot be found in conformance with Chapter 3 and Chapter 8 policies of the Coastal Act due to the potential for significant adverse impacts to the environment of the coastal zone, including the potential to result in significant individual or cumulative impacts to sensitive resources, recreation, and the visual quality of the environment of the coastal zone. There are feasible alternatives or feasible mitigation measures available as described above which would substantially lessen any significant adverse effect which the amendment may have on the environment. Therefore, the Commission finds that the PMPA is inconsistent with the California Environmental Quality Act.





Convention  
Center and  
Hilton  
Expansion Site



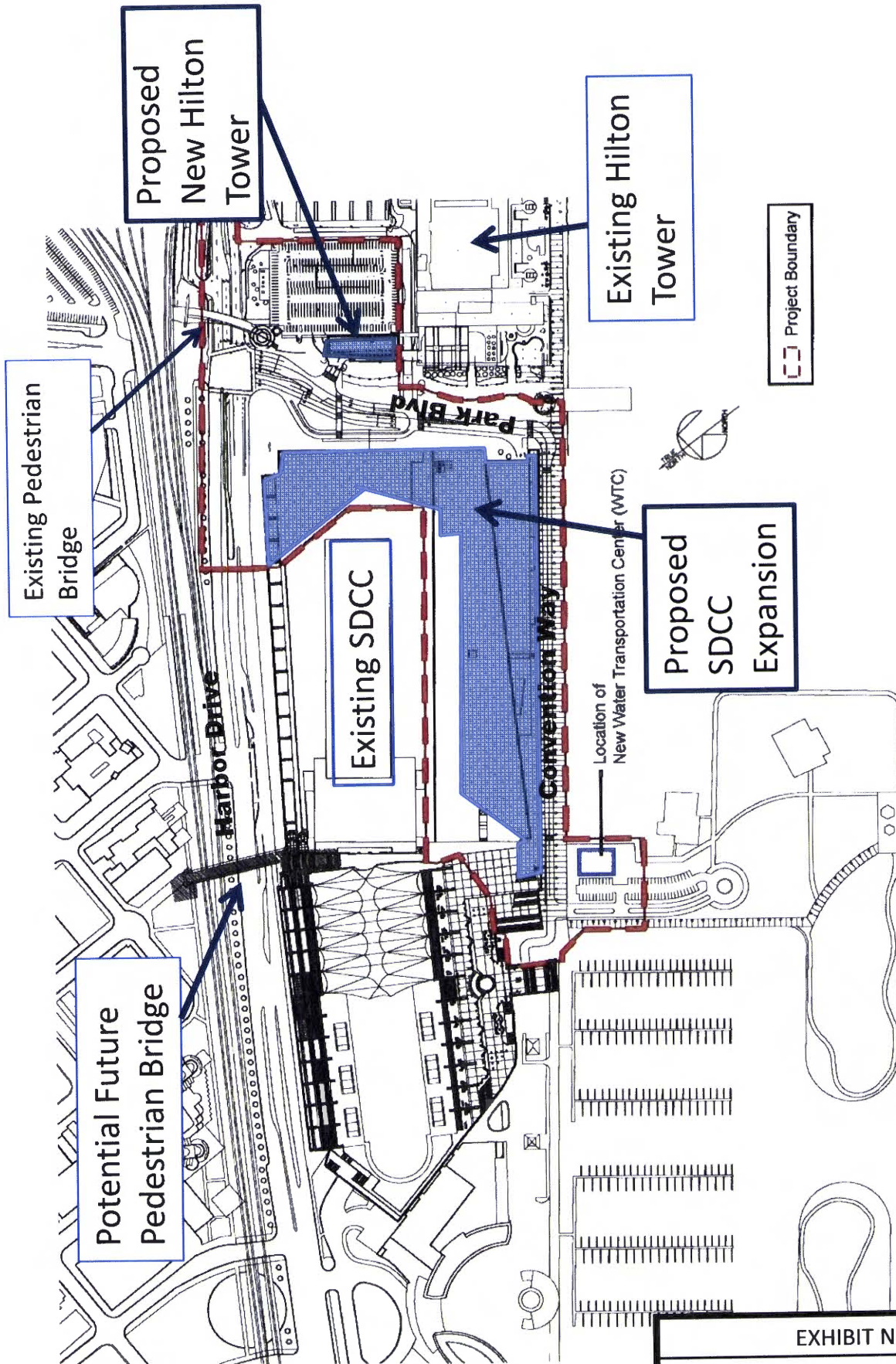
EXHIBIT NO. 1

Vicinity Map



PMPA #45 SDCC & Hilton Expansion  
California Coastal Commission





012.

EXHIBIT NO. 2	
Site Plan	
PMPA #45 SDCC & Hilton Expansion	
California Coastal Commission	





EXHIBIT NO. 3	
Rooftop Park Site Plan	
	PMPA #45 SDCC & Hilton Expansion California Coastal Commission

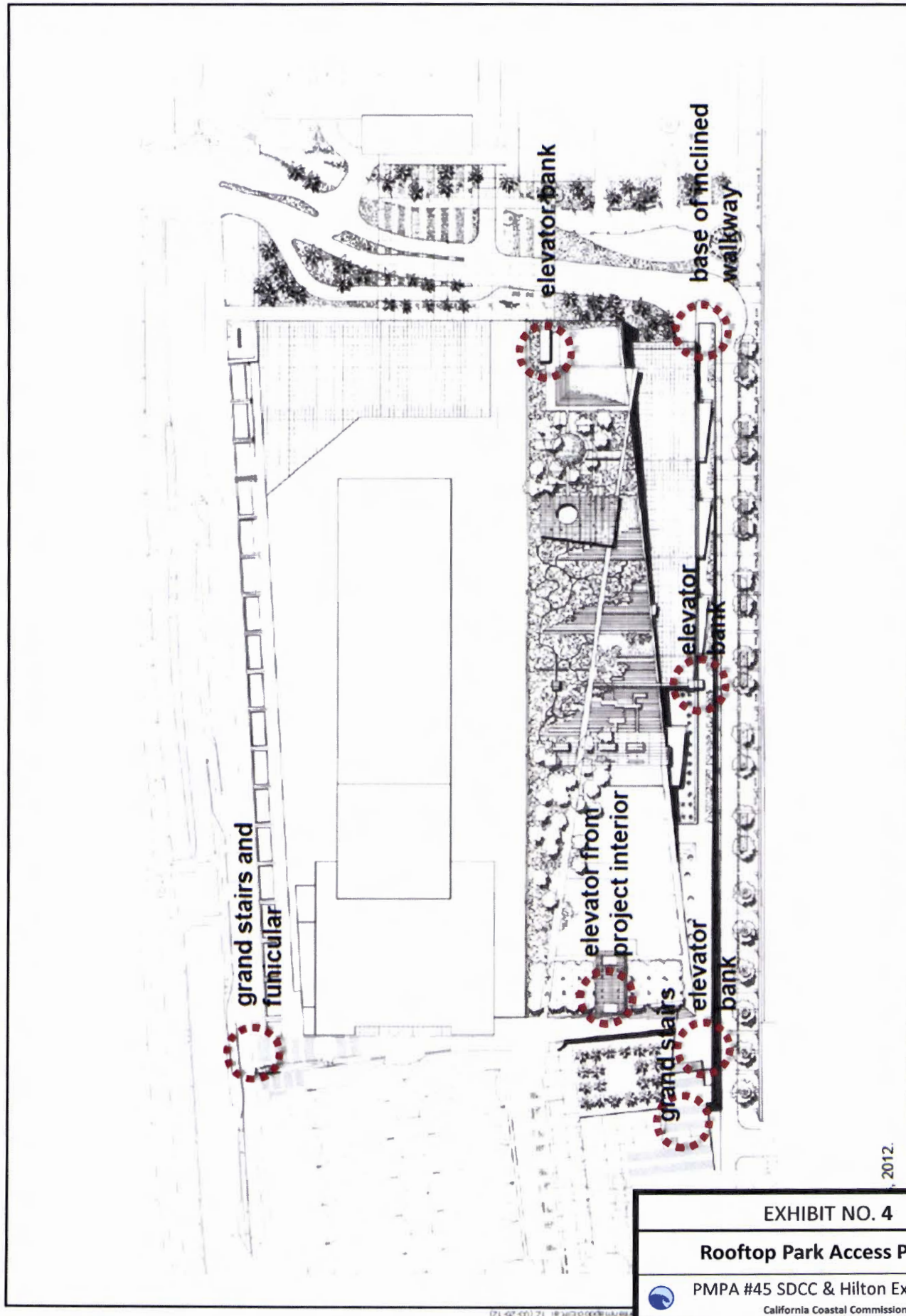
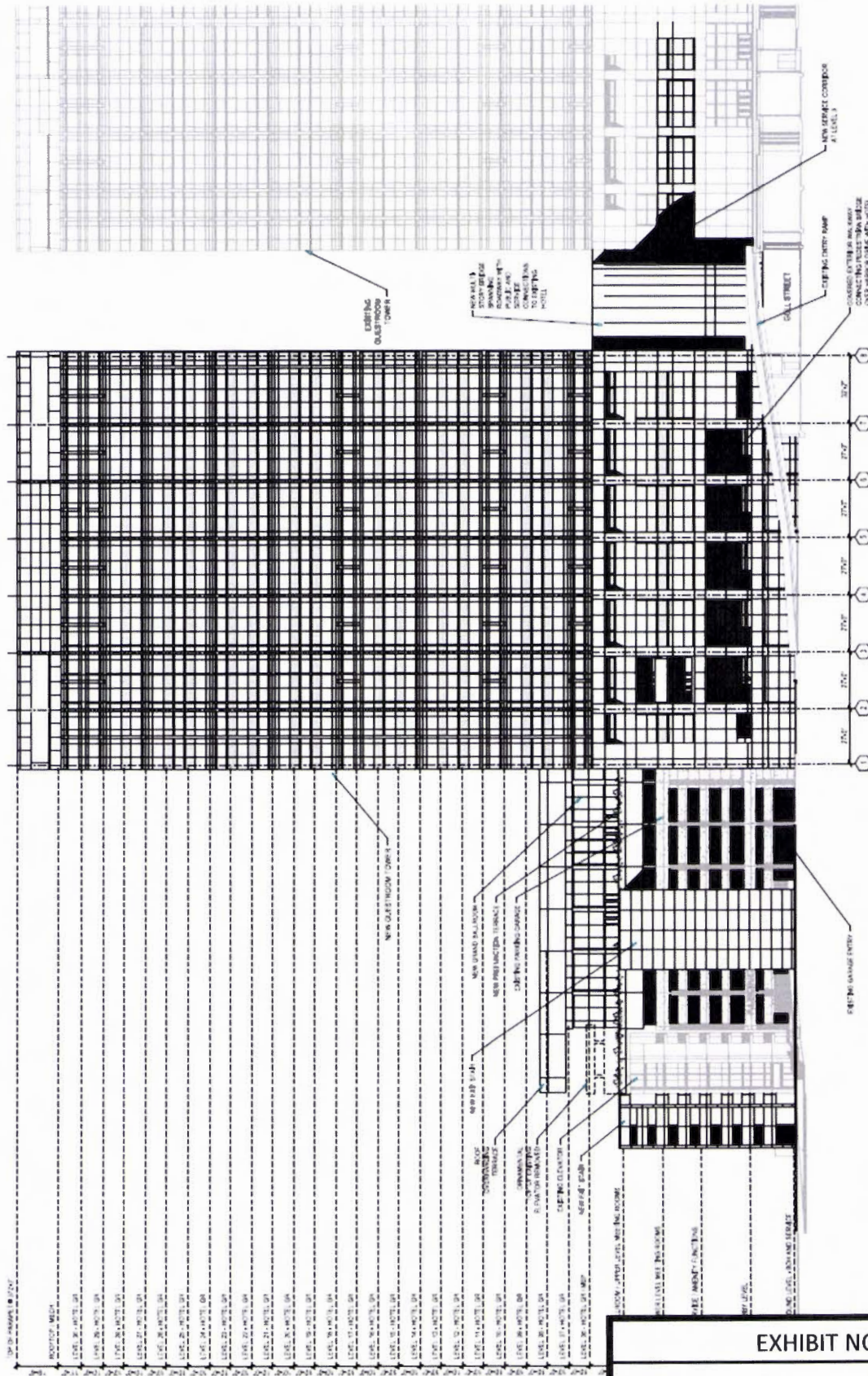


Figure 3-4  
Proposed Rooftop Park/Plaza Access Points  
Phase III Expansion and Expansion Hotel Project

EXHIBIT NO. 4	
Rooftop Park Access Points	
PMPA #45 SDCC & Hilton Expansion	
California Coastal Commission	





in Portman & Associates, 2012.

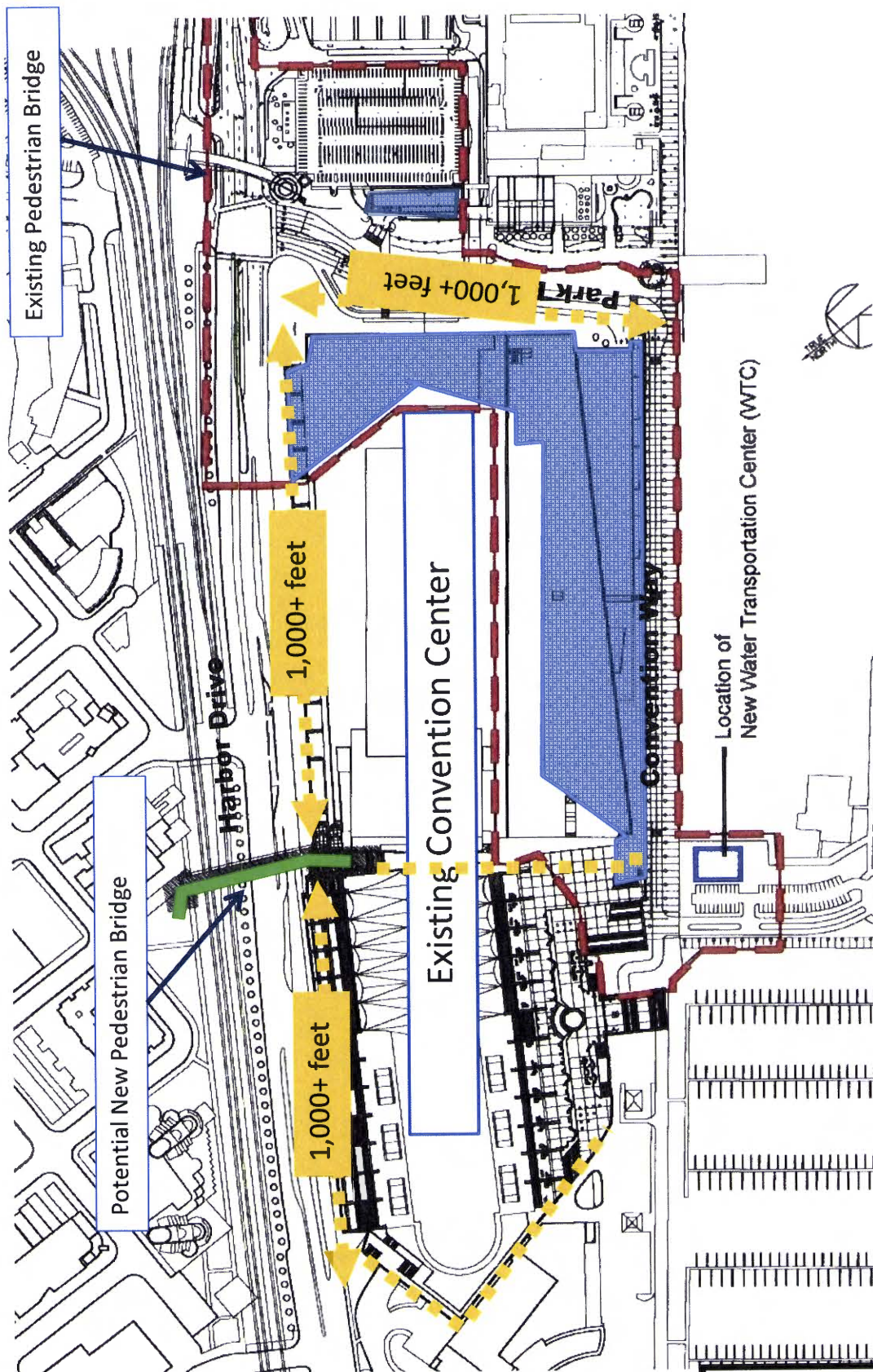
Figure ES-4  
Proposed Expansion Hotel - West Elevation  
Phase III Expansion and Expansion Hotel Project

EXHIBIT NO. 5

Hilton Expansion

PMMA #45 SDCC & Hilton Expansion  
California Coastal Commission





Existing Pedestrian Circulation

EXHIBIT NO. 6

Pedestrian Circulation



PMPA #45 SDCC & Hilton Expansion

California Coastal Commission





Figure 4.1-7  
KOP 3 - Bayfront Promenade Viewshed (Existing)  
Phase III Expansion and Expansion Hotel Project



EXHIBIT NO. 7

Existing and Proposed Views



From the Public Promenade  
California Coastal Commission

Figure 4.1-16  
KOP 3 - Bayfront Promenade Viewshed (Proposed)  
Phase III Expansion and Expansion Hotel Project



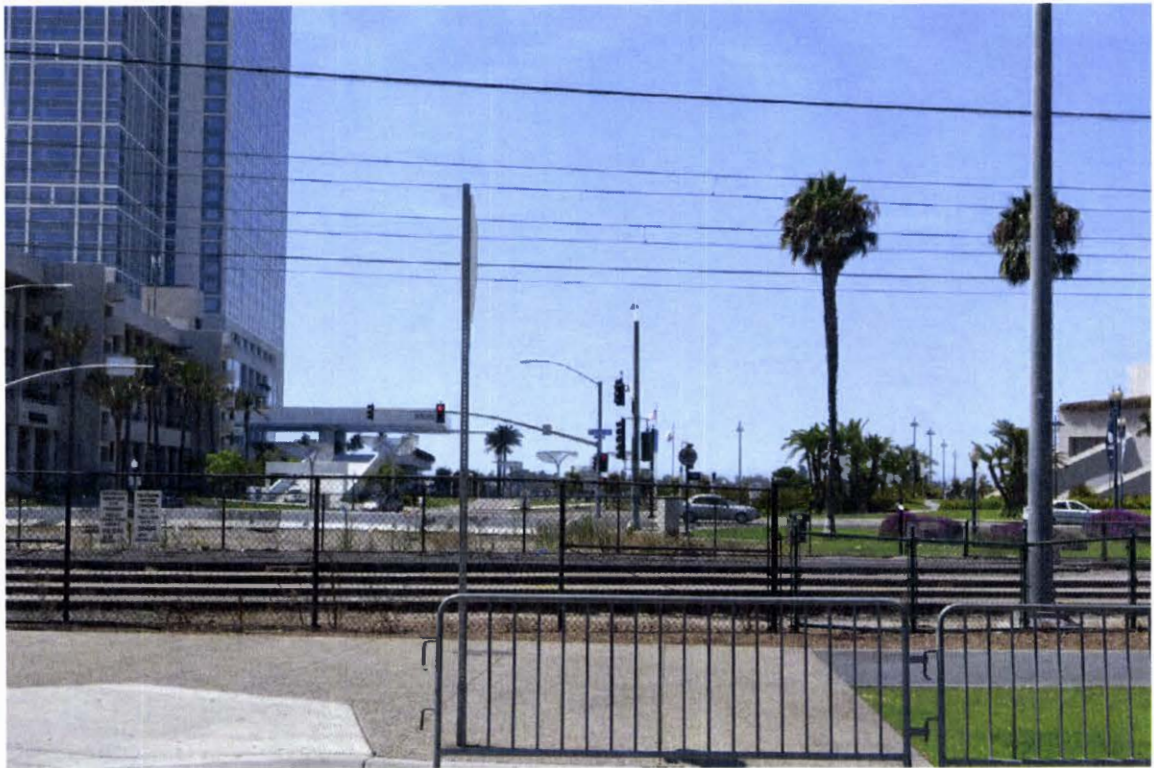


Figure 4.1-9  
KOP 5 - Downtown San Diego Viewshed (Existing)  
Phase III Expansion and Expansion Hotel Project



EXHIBIT NO. 8  
**Existing and Proposed Views**



From Inland of Harbor Drive  
California Coastal Commission

Figure 4.1-18  
KOP 5 - Downtown San Diego Viewshed (Proposed)  
Phase III Expansion and Expansion Hotel Project





Figure 4.1-10  
KOP 6 - Harbor Drive Pedestrian Bridge Viewshed - Middle of the Bridge (Existing)  
Phase III Expansion and Expansion Hotel Project



EXHIBIT NO. 9

### Existing and Proposed Views



From Existing Pedestrian Bridge  
California Coastal Commission

Figure 4.1-19  
6 - Harbor Drive Pedestrian Bridge Viewshed - Middle of the Bridge (Proposed)  
Phase III Expansion and Expansion Hotel Project





Figure 4.1-11  
KOP 7 - Harbor Drive Pedestrian Bridge Viewshed - Top of the Stairs (Existing)  
Phase III Expansion and Expansion Hotel Project




EXHIBIT NO. 10	
Existing and Proposed Views	
	From Top of Pedestrian Bridge Stairs California Coastal Commission

Figure 4.1-20  
Harbor Drive Pedestrian Bridge Viewshed - Top of the Stairs (Proposed)  
Phase III Expansion and Expansion Hotel Project





**CF**

Figure 4.1-12  
KOP 8 - PETCO Park Viewshed (Existing)



EXHIBIT NO. 11

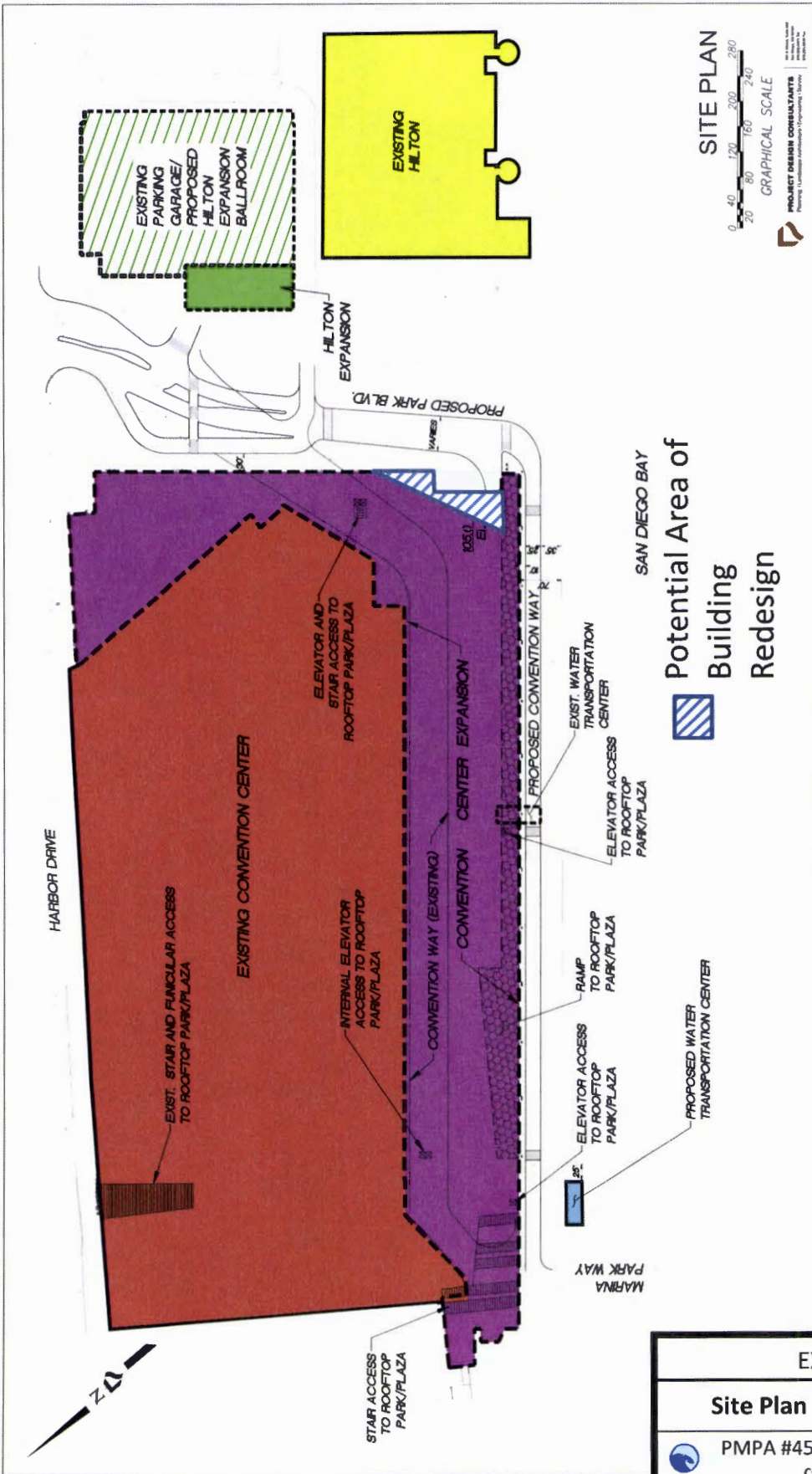
Existing and Proposed Views

From Petco Park  
California Coastal Commission



**CF**  
INTERNATIONAL

Figure 4.1-21  
KOP 8 - PETCO Park Viewshed (Proposed)  
Phase III Expansion and Expansion Hotel Project







Existing Conditions



Proposed Project



Project With Notch  
Removed From  
Corner

EXHIBIT NO. 13

Existing, Proposed & Revised Views



From Pedestrian Bridge Stairs

California Coastal Commission

**RESOLUTION 2012-136**

**RESOLUTION TO ADOPT AMENDMENT OF PORT  
MASTER PLAN FOR THE SAN DIEGO  
CONVENTION CENTER PHASE III EXPANSION  
AND EXPANSION HOTEL AND DIRECT FILING  
WITH THE CALIFORNIA COASTAL COMMISSION  
FOR CERTIFICATION**

**WHEREAS**, the San Diego Unified Port District (District) is a public corporation created by the Legislature in 1962 pursuant to Harbors and Navigation Code Appendix I, (Port Act); and

**WHEREAS**, the District has an adopted Port Master Plan which has been certified by the California Coastal Commission; and

**WHEREAS**, said Port Master Plan was prepared, adopted and certified pursuant to the Port District Act, the California Coastal Act and other applicable laws; and

**WHEREAS**, a proposed Port Master Plan Amendment for the San Diego Convention Center Phase III Expansion and Expansion Hotel project in the City of San Diego has been prepared and processed; and

**WHEREAS**, the Phase III Expansion and Expansion Hotel are collectively referred to as the "Proposed Project"; and

**WHEREAS**, the applicant for the San Diego Convention Center Phase III Expansion component of the Proposed Project is the City of San Diego and the applicant for the Expansion Hotel component of the Proposed Project is One Park Boulevard, LLC (OPB); and

**WHEREAS**, the City of San Diego and One Park Boulevard, LLC are collectively referred to as the "Applicants"; and

**WHEREAS**, a Final Environmental Impact Report pursuant to the California Environmental Quality Act, State CEQA Guidelines, and District procedures relative to said Port Master Plan Amendment has been prepared and certified and its contents considered.



**NOW, THEREFORE, BE IT RESOLVED** by the Board of Port Commissioners of the San Diego Unified Port District, as follows:

That the Master Plan of the District is amended by incorporating therein the Port Master Plan Amendment, on file in the office of the District Clerk, pertaining to said San Diego Convention Center Phase III Expansion and Expansion Hotel project and said Master Plan Amendment shall not be effective unless and until an indemnity agreement is approved by the District which provides for the Applicants to indemnify the District for all attorneys' fees, costs and other expenses incurred by the District in the event of any third party legal challenge to the Final Environmental Impact Report or the Master Plan Amendment.

**BE IT FURTHER RESOLVED** that the Executive Director or his designated representative is hereby authorized and directed to transmit said Port Master Plan Amendment, together with all relevant factual information, the certified Final Environmental Impact Report, and the Coastal Act consistency analysis to the California Coastal Commission for its review, approval and certification pursuant to the California Coastal Act, and that said Port Master Plan Amendment will take effect automatically and be deemed fully certified upon Coastal Commission approval pursuant to Public Resources Code Section 30714. This action by the Board of Port Commissioners constitutes formal adoption of the Coastal Commission's certification of the referenced Amendment.

PASSED AND ADOPTED by the Board of Port Commissioners of the San Diego Unified Port District, this 19th day of September, 2012, by the following vote:

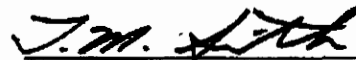
AYES: Burdick, Malcolm, Moore, Nelson, Peters, Smith, Valderrama

NAYS: None.

EXCUSED: None.

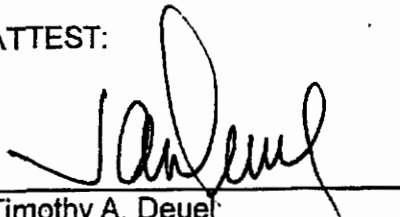
ABSENT: None.

ABSTAIN: None.



Louis M. Smith, Chairman  
Board of Port Commissioners

ATTEST:



Timothy A. Deuel  
District Clerk

(Seal)



***San Diego Unified Port District  
Port Master Plan Amendment***

***DRAFT***

***Convention Center Phase III Expansion &  
Expansion Hotel Project***

***Existing/Proposed Plan  
Text and Graphics***

***May 2012  
(Revised December 2012 – includes Marriott PMPA)***

***Note: Text to be deleted shown stricken and text to be added shown underlined.  
Text in italics is for clarification only and is not part of the Plan Amendment.***

EXHIBIT NO. 15

**Proposed Amendment**



**PMPA #45 SDCC & Hilton Expansion**

**California Coastal Commission**

**TABLE 4  
PORT MASTER PLAN  
LAND AND WATER USE ALLOCATION SUMMARY**

<b>LAND USE</b>	<b>ACRES</b>		<b>WATER USE</b>	<b>ACRES</b>		<b>TOTAL ACRES</b>		<b>% OF TOTAL</b>	
	Existing	Revised		Existing	Revised	Existing	Revised	Existing	Revised
<b>COMMERCIAL</b>	<b>373.6</b>	<b>376.3</b>	<b>COMMERCIAL</b>	<b>383.0</b>		<b>756.5</b>	<b>759.3</b>	<b>14%</b>	
Marine Sales and Services	18.8		Marine Services Berthing	17.7					
Airport Related Commercial	38.0								
Commercial Fishing	8.3		Commercial Fishing Berthing	18.8					
Commercial Recreation	304.4	306.9	Recreational Boat Berthing	335.4					
Sportfishing	4.3		Sportfishing Berthing	11.1					
<b>INDUSTRIAL</b>	<b>1206.4</b>		<b>INDUSTRIAL</b>	<b>217.7</b>		<b>1424.1</b>		<b>26%</b>	
Aviation Related Industrial	152.9		Specialized Berthing	170.5					
Industrial Business Park	113.7		Terminal Berthing	47.2					
Marine Related Industrial	322.1								
Marine Terminal	149.6								
International Airport	468.1								
<b>PUBLIC RECREATION</b>	<b>280.6</b>	<b>278.4</b>	<b>PUBLIC RECREATION</b>	<b>681.0</b>		<b>961.6</b>	<b>963.6</b>	<b>18%</b>	
		<b>(284.7)*</b>					<b>(965.7)*</b>		
Open Space	49.0	19.2	Open Bay/Water	681.0					
Park/Plaza	446.4	144.3							
		<b>(150.6)*</b>							
Golf Course	97.8								
Promenade	47.3	17.1							
<b>CONSERVATION</b>	<b>399.2</b>		<b>CONSERVATION</b>	<b>1058.6</b>		<b>1457.8</b>		<b>27%</b>	
Wetlands	304.9		Estuary	1058.6					
Habitat Replacement	94.3								
<b>PUBLIC FACILITIES</b>	<b>222.9</b>	<b>222.2</b>	<b>PUBLIC FACILITIES</b>	<b>394.3</b>		<b>617.2</b>	<b>616.5</b>	<b>12%</b>	
Harbor Services	2.7		Harbor Services	10.5					
City Pump Station	0.4		Boat Navigation Corridor	284.6					
Streets	249.8	219.1	Boat Anchorage	25.0					
			Ship Navigation Corridor	50.0					
			Ship Anchorage	24.2					
<b>MILITARY</b>	<b>25.9</b>		<b>MILITARY</b>	<b>125.6</b>		<b>151.5</b>		<b>3%</b>	
Navy Fleet School	25.9		Navy Small Craft Berthing	6.2					
			Navy Ship Berthing	119.4					
<b>TOTAL LAND AREA</b>	<b>2508.4</b>		<b>TOTAL WATER AREA</b>	<b>2860.3</b>					
<b>MASTER PLAN LAND AND WATER ACREAGE TOTAL</b>						<b>5368.6</b>		<b>100%</b>	

\* Includes 6.3 acres of rooftop park/plaza

Draft



# **CENTRE CITY EMBARCADERO: PLANNING DISTRICT 3**

## ***Introduction***

The Embarcadero of San Diego is the downtown waterfront area for an urban region of over 2.7 million people. The pierside maritime activities of commercial fishing boats, merchant ships, Navy vessels and pleasure craft contribute to the fabric of the Embarcadero. Planning District 3 covers all of the Port District waterfront from the U.S. Coast Guard Air Station to the Tenth Avenue Marine Terminal. From Laurel Street to Market, Port land boundaries follow parallel to the shoreline and extend easterly to Pacific Highway, except for two major land blocks; the five-block-long property of the County of San Diego's Administrative Center and the four-block-long property of the U.S. Navy's Commander, Naval Base San Diego and Naval Supply Center. The owners of both of these properties have proposed extensive renovation and redevelopment plans, which include commercial recreation, county government's administration, and U.S. Navy uses.

In order to coordinate the redevelopment of this area and adjoining agency properties, an alliance was formed to develop a single, comprehensive plan. The North Embarcadero Alliance includes the Port District, City of San Diego, County of San Diego, Centre City Development Corporation, and the U.S. Navy. The Alliance developed a Visionary Plan in 1998 to guide the redevelopment of the contiguous properties. The specific recommendations of the Visionary Plan that pertain to Port District land and water areas within the Planning District 3 Precise Plan area are incorporated into the Master Plan. All other recommendations of the Visionary Plan guide development within Planning District 3.

## **Precise Plan Concept**

The basic concept of the redevelopment of the Embarcadero is to create a unified waterfront, both visually and physically, which

creates an overall sense of place. In this concept, the Embarcadero becomes a pedestrian spine along which commercial and recreational activities are located. In order to emphasize the pedestrian oriented waterfront experience, through traffic is routed to Pacific Highway, and considerable effort is directed toward improving the amenities and people spaces of the public thoroughfare along North Harbor Drive. Industrial uses adjacent to the airport are renovated and retained as important employment centers and as airport buffer land use activities. The renovation of marine terminal facilities will retain the active use of deep draft berthing and continue carefully selected functions of a working port. The commercial fishing industry is given a major focus at several locations with the development of new piers and a mooring basin. A major hotel and commercial complex with recreational facilities is proposed to connect and enhance nearby portions of downtown.

The Embarcadero is intensively used by many people. With the mixture of activities going on here, it is important to emphasize that several activities may occur at the same location, depending on a scheduling overlap to accommodate all of them. For example, Broadway Pier may be used at different times for tuna fleet berthing, cruise ship berthing, excursion or ferry boat berthing, public access, passive recreation, and commercial recreation. The redefined Specialized Berthing designation applies to this precise plan area only, and may include marine-related uses such as transient and general berthing of small boats, historic ship berthing, ferry or excursion boat berthing, and commercial fishing boat berthing as the highest priority use. The designation carried on the Precise Plan indicates the primary use but secondary uses may occur. This is particularly true of water areas and of public access, which may be available at other sites than those mentioned.

## **Land and Water Use Allocations**

The Precise Plan allocates a balanced distribution of commercial, industrial, public recreation and public facility uses in this 434- acre planning area. More detailed allocations are indicated in the Land and Water Use Table 10,



and use areas are graphically portrayed on the **Precise Plan Map**.

#### Centre City Embarcadero Planning Subareas

The Planning District has been divided into six subareas as shown in **Figure 12**.

The North Embarcadero Alliance Visionary Plan area includes all of Subareas 31, 32, 33, and part of Subarea 34. The Visionary Plan proposes to revitalize San Diego's downtown waterfront through a concept for public improvements and by guiding development to optimize property values, public access opportunities and priority waterfront and water-dependent uses. The Plan recommends a substantial linear esplanade park on the urban waterfront with public art, street furniture, public spaces, expansive Bay views and public parking. The Plan proposes two major parks and plazas at the County Building and the foot of Broadway, and includes recreational piers and associated public facilities, harbor excursion landings and water-related commercial uses on Port tidelands. General commercial, residential, and commuter traffic would utilize an enhanced Pacific Highway grand boulevard, while North Harbor Drive would serve waterfront public access, water-dependent, and Embarcadero commercial recreational uses. An extension of the downtown San Diego small-block street grid across the railroad right-of-way, off Port lands, to the Bay would enhance public views and pedestrian access opportunities from upland areas (See *Visionary Plan Figure 3.1 for illustrative plan of the area*). Aboveground parking structures which are visible at the perimeter of a development should be limited to a maximum of six levels of parking or 60 feet above grade. (See *Visionary Plan - p.79*) North Harbor Drive, Broadway, Ash Street, and Grape Street are envisioned as active pedestrian linkages to the Bay from upland areas. Building frontage adjacent to these streets shall be developed with uses that promote pedestrian activity and public oriented uses. On other streets, ground-level facades shall maximize the sense of contact between indoor and outdoor activities. (See *Visionary Plan - pp.67, 68.*)

#### Laurel Street Corridor

The established aviation related industrial use in this subarea, subsequent to renovation and beautification of the physical plant, is anticipated to continue in operation; however, if such use is discontinued, the Visionary Plan proposes the extension of vehicle and pedestrian access, parking, service access, and view corridors along extensions of Kalmia, Juniper, and Ivy streets through this parcel to North Harbor Drive. Building height limits of 60 feet are proposed for this area; however, this height limit would be superseded by any more-stringent FAA runway approach zone restrictions. (See *Visionary Plan Figures 4.5, 4.10, 4.11, and 4.12.*) Grape and Hawthorn Streets, Pacific Highway and North Harbor Drive from Laurel Street to Hawthorn Street will be modified to accommodate traffic flow and with streetscape improvements to match the balance of the streets through Subareas 31-34. Geometric improvements to direct traffic flow from North Harbor Drive to Pacific Highway will be made at the Grape Street intersections with these roadways. The block between Hawthorn, Grape, Pacific Highway and North Harbor Drive (2.3 acres) will remain in commercial recreation use with some landscape improvements or possible parking facility development. The landscaped triangle at Laurel and North Harbor Drive is shown on the Plan as Open Space.

#### Crescent Zone

The most important element influencing design in the Crescent Zone is the curvilinear form of the waterfront. Dramatic panoramic views can be realized at either vehicular or pedestrian speeds. The Port Master Plan capitalizes on this attribute to establish a grand pedestrian-oriented esplanade (no less than 100-feet wide) and major entryway into the Centre City district from Grape Street to Broadway. The promenade connects with the North Harbor Drive bicycle path to provide a continuous pedestrian/bicycle path from Navy Estuary to Fifth Avenue, a distance of four miles. Pacific Highway streetscape improvements would continue through this subarea. An esplanade at least 25-feet wide, bayward of Harbor Drive, will be added from Laurel Street to Grape Street. North Harbor Drive will be narrowed to three lanes to reduce through traffic.

The unused right-of-way will be developed with landscaped promenades, parks and plazas. Along the water's edge the concrete pathway will continue its present use as both pedestrian promenade and service area for commercial fishing boats tied up along the Crescent Zone bulkhead. Four public viewing/vista points would be spaced along the Crescent shoreline.

The waterfront between Grape Street and Ash Street will be used for Ship Anchorage, Boat Navigation Corridor, and Specialized Berthing. The three existing piers no longer function or are needed as commercial fishing berthing or fuel pier; therefore they will be replaced with a 30,000 square-foot curvilinear pier at Grape Street, with a 12,000-square-foot public boat dock designated as Park Plaza. The waterside termination of this pier is designated as Commercial Recreation to allow possible development of a commercial facility. Wave attenuation structures would protect the boat docks. A 5,000-square-foot parcel with a maximum 10,000-square-foot floor area designated as Commercial Recreation will provide for a major restaurant or other commercial recreation use on the esplanade at the foot of the Grape Street Pier. Development density with a Floor Area Ratio (FAR) of 3.0 and a building height limit of 12 feet is prescribed for this area, with the exceptions of the proposed commercial recreation parcel where a 13-foot high second story would be allowed. Building setbacks along the inland side of North Harbor Drive for upper stories shall be 25-foot minimum at 50 feet along the inland side of North Harbor Drive and 15-foot on east-west streets. (See *Visionary Plan Figures 4.4, 4.5 and 4.8*) Commercial Fishing Berthing has been allocated to the Crescent water interface (18.6 acres) as the highest priority use; however, this water is also used for transient berthing and occasional general berthing for small boats. The boat channel area just offshore is also used for temporary anchorage for small boats; therefore, the designation is changed to Specialized Berthing, which includes these uses within this precise plan area only.

Anchorage A-3, Laurel Street Roadstead Anchorage, is sheltered from the open sea but is located in both the most visible and the widest part of northern San Diego Bay. Approximately 20.6 acres of water area is allocated to

accommodate about 50 vessels on swing point mooring buoys. Onshore, a public rest room, three dinghy floats and connecting shore ramps provide for the landing needs of the anchorage user. As a federally designated anchorage, the boundaries are shown on coastal charts and identified on site by boundary markers. Administration of the anchorage is exercised by the Port District, pursuant to local ordinance. Thirty to forty percent of the moorings are to be set aside for short-term use by cruising or transient vessels. Section III, Water Based Transportation system, contains information on the baywide small craft anchoring system.

### Civic Zone

The zone of highest activity is the Civic Zone from Ash Street to Broadway. This zone reflects its waterfront orientation, with operating piers extending into the bay, Navy facilities, commercial fishing activity, and historic sailing vessels. Its physical relationship to Centre City attracts large numbers of people and the future development of both areas is integrated by the Visionary Plan.

Significant redevelopment is recommended for the Civic Zone. The landscaped esplanade and streetscape improvements mentioned in the Crescent Zone will be continued along North Harbor Drive and Pacific Highway through the Civic Zone. North Harbor Drive will be reduced by narrowing to three lanes. Parking areas along the street will be interspersed with landscaping, vertical elements used to frame and enhance views, and lawn areas. (See *Visionary Plan Fig. 5.3*)

The esplanade expands into plazas at Beech and Ash Streets, B Street Pier, and Broadway Pier. These plazas will be designed to provide open space, sitting and strolling areas for tourists and nearby workers, and to increase the sense of destination for Embarcadero visitors.

Passive green spaces (parks) are proposed between the plazas on the esplanade, providing recreational opportunities and places for people to relax, play, and enjoy Bay views. The promenade is a continuous 25-foot-wide paved area adjacent to the water's edge. The wharf side remains clear of objects or furnishings that

would block Bay views. A delicate string of lights, a planting area with tall palms, and a 10-foot-wide bike path border the landward side of the promenade (See Figure 5.3 of the Visionary Plan).

The most important element in this zone is the conversion of the old Lane Field site and Navy Engineering building into a new complex of buildings and open spaces. Primary consideration is a 600-to-800-room hotel. The intent of the plan is to retain flexibility for considering a wide array of development options. The concept includes possible multiple utilization of activities that could provide for commercial recreation; international trade, travel and cultural complexes; commercial and office space for maritime business; support facilities related to the Port; and subject to negotiation with the U.S. Navy, the provision of equal or better building space for the relocation of the Naval Facilities Engineering Command. The FAR for Lane Field parcel is 7.0 and 6.5, while building height limits range from 400 feet to 200 feet sloping toward the Bay. Special setback requirements along the Broadway side of this parcel range from 55 feet to 65 feet, widening toward the Bay (See Figure 4.7 of the Visionary Plan, which also illustrates the special radius setback on North Harbor Drive/ Broadway SW corner). Stepbacks for upper stories are 25-foot minimum at 50-foot building height except for the B Street side of the parcel and on other east-west streets where they are 15 feet. There are no setback requirements along Pacific Highway. (See Visionary Plan Figures 4.5, 4.6, 4.7 and 4.8.)

The Visionary Plan proposes public right-of-ways aligned with existing downtown streets through development parcels, including Lane Field. These right-of-ways include pedestrian and vehicle traffic, view corridors, parking and service access. The right-of-ways shall be a minimum of 80-foot-wide with the character of a public street, and would enhance the physical and visual access to the Bay. The C Street segment through Lane Field may vary in alignment with existing street up to 20 feet north or south, and it may or may not accommodate vehicular circulation. A north-south pedestrian link, if practical, is also proposed through this parcel. (See Visionary Plan Figures 4.10, 4.11, 4.12, and 6.1).

B Street Pier is scheduled for substantial redevelopment of the apron wharf and the structures on the pier. The south shed will be removed or redesigned to create space for parking and a promenade. The western end of the pier will be converted for specialized commercial uses such as a shopping bazaar, and foods and services reflecting the maritime character of the Embarcadero and which will be compatible with cruise ship berthing. The Cruise Ship Terminal will be expanded and both sides of the pier will accommodate ship berthing. Cruise ships may tie up at both the B Street and Broadway Piers. The shopping bazaar could be expanded into the terminal building and the existing Maritime Museum could be provided with land-based support area, storage and work area, and possibly a living museum of nautical craftsmen; however, loading, off-loading, and storage capabilities for general cargo will be retained as needed. Alternatively, the Maritime Museum may be relocated to another location along the Embarcadero, such as the curvilinear pier at Grape Street. A FAR of 2.0 applies to the B Street and Broadway piers. The building height limit for the B Street Pier is 50 feet; however, an expanded cruise ship terminal, now under study, may require (for functional reasons) building(s) in excess of 50 feet in height. Pursuant to the Port's cruise ship terminal study, alternative height restrictions and other guidelines affecting B Street Pier may be appropriate and acceptable, and they should be considered by the Alliance. (See Visionary Plan Figs. 4.4, 4.5 and pp. 63, 64.)

Broadway Pier will continue to provide recreational space on its plaza and viewing platform, as well as accommodating commercial shipping and miscellaneous vessel berthing, including day cruisers. Improvements to the pier will include paving, plantings, lighting, and furniture. The harbor excursion and ferryboat water lease north of Broadway Pier may also remain as part of the recreational experience along the waterfront or move to another location along the Embarcadero.

#### Tuna Harbor

This subarea consists of the Tuna Harbor, the harbor formed by its pier, the proposed new

bayfront public park, the new Pier Walk building with commercial recreation and commercial fishing uses, parking, and adjacent areas.

Tuna Harbor and the shoreline area between it and Navy Pier are planned to provide space for commercial fishing and commercial recreation activities. The plan concept is to create a physical and visual linkage along North Harbor Drive by tying together Broadway Pier and the Tuna Harbor area.

The aircraft carrier Midway is docked on the south side of the Navy Pier. The Terminal Berthing designation would be changed to Commercial Recreation and Park/Plaza for the proposed 0.8-acre public viewing area with a designated vista point on the bow deck of the ship. The Commercial Fishing Berthing designations in this water area would be replaced with Specialized Berthing to accommodate multiple uses. Landscaping and streetscape improvements on North Harbor Drive would continue through this area.

Parking for visitors to the Midway and its museum will be provided, on an interim basis, at the Navy Pier, pursuant to the museum's lease with the United States Navy. When and if the Navy determines that its use of the Navy Pier is no longer necessary, the Port will accept the proposal by the San Diego Aircraft Carrier Museum to convert the Navy Pier into a "public park" use, thereby allowing the pier to be converted into a memorial park complementing the Midway and its museum, while affording additional public open space and bay vistas. Vehicle parking for museum visitors will then be shifted to nearby offsite locations. However, since the Navy Pier's future is uncertain and will be determined by decisions of the federal government, the conversion of the pier to a 5.7-acre memorial park is a specific planning goal of the Port, and environmental analysis for the park conversion will be conducted prior to the Navy relinquishing ownership and/or control of the Navy Pier such that construction of the park can occur as soon as feasible thereafter. The park conversion will be subject to all appropriate laws at the time the Navy Pier Park is proposed.

Mitigation for the loss of 4.1 acres of open water habitat resulting from the placement of the

aircraft carrier Midway and its mooring platform structures has been provided by an expansion of an existing degraded marsh, known as Lovett Marsh, east of south San Diego Bay, in the City of National City, resulting in the creation of approximately 5.8 acres of new coastal salt marsh.

A small waterfront plaza, fishing technology displays, restaurants, marine related office and retail space is planned on the periphery of the mole. Tourist traffic on the public areas will be encouraged, consistent with safety. The Embarcadero pedestrian path loops through the area.

A substantial portion of Tuna Harbor is devoted to commercial fishing use. It is anticipated that offices for the tuna and fresh fish fleet will locate here, as well as ancillary uses such as small seafood processors, fish markets, marine instrument and equipment sales, fishing and ocean technology displays, and automobile parking. The northern side of the mole has been renovated by stabilizing the existing concrete slab wall with rock revetment. The south face of the mole has been renovated with rock revetment for shore protection. Floating docks will provide 50- and 60-foot berths for commercial fishing boats. Low level lighting is provided for the berths. Landside support services, auto parking, and truck access are included. Approximately 100 commercial fishing berths are provided alongside the floating docks.

To shelter Tuna Harbor from the south, a concrete breakwater pier approximately 400 feet long has been built from the land lying between the former Harbor Seafood Mart area and Seaport Village. The pier provides additional berthing for tuna seiners and large market fishing boats, allows public access to the water, and accommodates water taxi service. The entrance to this joint use pier will be enhanced to provide a strong pedestrian linkage from waterfront viewing areas to the reconfigured commercial fishing and retail area (formerly occupied by the Harbor Seafood Mart building). This pier walk will connect to the new bayfront public park to the north, as well as the entrance to Seaport Village and the south side of the redeveloped Old Police Headquarters (OPH) building.



The Harbor Seafood Mart building is planned to be demolished and the site redeveloped with a new Pier Walk building of comparable size and use allocation, which will consist of an improved fish processing facility with sufficient parking and loading/unloading spaces to support the operation, as well as ancillary retail and restaurant uses related to and supportive of the commercial fish processing uses in the building. The development will be designed so that the commercial fishing use will be able to continue to utilize and maintain the existing fish unloading dock, with direct, unrestricted access to joint use of the pier/dockside facilities. The new facility will be large enough to support both the current capacity requirements of the fishing industry, and allow for the expansion of services for seafood processing. The Precise Plan underlying the portion of the new Pier Walk building nearest the unloading dock will have a land use designation of Commercial Fishing to provide for the retention of valued commercial fishing activities. The facility will be integrated with the surrounding public walkways and plazas with opportunities for public viewing and access opportunities.

In conjunction with the reconfiguration of the fishing facility, the Precise Plan will also be designated as Park/Plaza to allow for the construction of a new three-acre bayfront public park on the north end of the site. The open space provided by the new bayfront park will enhance pedestrian and visual access to the Bay, as well as create a pleasant rest area and viewing place along the Embarcadero promenade for event gatherings and public activities. Adjoining parking areas will also be reconfigured and enhanced with landscaping and pedestrian linkages to the surrounding uses. The parking areas are intended to serve the public park, commercial fishing and recreation uses, reactivated Old Police Headquarters building, as well as Seaport Village.

#### Marina Zone

The Marina Zone, located along Harbor Drive from ~~Market Street~~ Pacific Highway to ~~Fifth Avenue~~ Park Boulevard, is planned to be intensively developed as a major public and commercial recreational complex. Major

projects, including the 22-acre Embarcadero Marina Park; the restaurant and specialty retail center of Seaport Village; a regional convention center; ~~convention center expansion, convention center hotel public parking facility,~~ and, convention hotels and marina, have started the transformation of this waterfront area into an attractive commercial and recreational resource. Marina Zone projects will provide the southerly anchor for the Embarcadero development and the six-mile long promenade that extends north to Spanish Landing Park along the waterfront. Pedestrian linkages from the upland areas will provide access to this lively activity center for residents and visitors alike.

The plan concept is to rehabilitate and reactivate the historically designated, and presently vacant, Old Police Headquarters building with restaurant, specialty retail, indoor/outdoor public market, and entertainment uses. On the district Precise Plan, this area will be designated as Commercial Recreation. The north side of the site along Harbor Drive will be designated as Park/Plaza and will be redeveloped into an urban park and plaza area of approximately one acre in size with enhanced landscaping and pedestrian features. The new urban park will create visual and physical linkages from the OPH to the new bayfront park across Pacific Highway, as well as link to enhanced pedestrian connections to and along the Embarcadero through Seaport Village and along Kettner Boulevard. A small portion of the site on the north side ~~the of~~ OPH will retain the Commercial Recreation land use designation in order to allow for associated outdoor commercial, or activating, uses. The parking areas surrounding the OPH and Seaport Village will be reconfigured to accommodate vehicles more efficiently, as well as allow for valet parking and loading areas.

Across from the hotel development, the west side of Kettner Boulevard from Harbor Drive to Seaport Village will be developed with landscaping and pedestrian features to provide improved connectivity between tideland uses, as well as increase activating uses.

Between the existing Marriott and Hyatt Hotels, an accessway known as "Marina Walk" is proposed consistent with the South Embarcadero

Public Access Program, as amended February, 2006. Marina Walk will improve public pedestrian connectivity between Harbor Drive and the Embarcadero shoreline promenade and enhance public views towards the Bay through removal of existing landscaping and surface parking, leveling of the existing grade, relocation of the large cooling towers, and construction of a joint, cohesive public accessway spanning both the Marriott and Hyatt leaseholds. Approximately one half of the Marina Walk length will be a total of 50 feet wide and will contain a 40-foot-wide public pedestrian access corridor, and a 10-foot-wide landscape buffer to help screen the adjacent Hyatt parking structure. The 40-foot-wide public access corridor will include a 33.5-foot-wide dedicated pedestrian walkway, a 2-foot width for intermittent benches and lighting, and a 4.5-foot-wide landscape buffer with low-level, drought-resistant shrubs and groundcover that shall not exceed 3 feet in height. Adjacent to the existing approximately 10-foot-wide mechanical equipment enclosure on the Hyatt leasehold, the public access corridor may narrow to approximately 32 feet wide to allow for construction of a low-scale retaining wall and vine plantings to screen the enclosure. Marina Walk will contain amenities such as decorative paving, signage, public art features, low-level lighting, bicycle racks, benches, trash receptacles, a wheelchair accessible ramp, and restrooms open to the public during daylight hours. Marina Walk will widen to 80 feet as it approaches the Embarcadero promenade, and will widen to 145 feet at the Harbor Drive gateway to Marina Walk. At the project level, minor adjustments and revisions to the corridor, parking areas, and driveway may be made to increase the width of the walkway and improve connectivity between Marina Walk, Marina Terrace, and the Embarcadero promenade. Adjacent to this gateway, removal of the existing parking booths/gates and substantial narrowing of the entry drive (from 78 feet to 40 feet in width) will create a more inviting entrance and will encourage a more pedestrian-oriented environment. The Harbor Drive gateway area will be kept clear of physical barriers, signage, or visual obstructions that would discourage public use of Marina Walk.

Bayward of the Marriott and Hyatt hotels, a continuous pedestrian promenade links the two

Embarcadero Marina Park peninsulas and assures public access along the shoreline. Pedestrian linkage to the uplands is provided around and over the expanded Convention Center. An existing accessway between the Marriott Hotel and the Convention Center has been improved to provide functional, safe, and environmentally educational passage to the waterfront, as provided in the Public Access Program. The Convention Center expansion ~~included~~ includes another public accessway with a minimum width of 20 feet over the Convention Center connecting Harbor Drive and the Embarcadero Promenade. The public accessway will continue to be open and publicly accessible via stairs and the funicular on the Harbor Drive side of the Convention Center. ~~An elevated walkway on the Convention Center's observation deck level parallels Convention Way.~~ At the intersection of Eighth Avenue Park Boulevard (formerly Eighth Avenue) and Harbor Drive, the promenade connects with the adjacent Gaslamp Quarter pedestrian and trolley facilities. The public accessway extends from the south end of the Convention Center expansion and along both sides of Eighth Avenue Park Boulevard. A pedestrian bridge spans Harbor Drive at the Park Boulevard and Harbor Drive intersection and provides a contiguous link from the waterfront to downtown and the ballpark. The District, in conjunction with the City of San Diego, has implemented a public access program of signage, pavement markings, amenities and public information to inform and invite the public to and along the Embarcadero, as is more specifically shown in the ~~District's Convention Center's "Public Access Program" (November, 1995, revised May 2012 as revised)~~ and the "South Embarcadero Public Access Program" (as amended), which are incorporated into the plan by reference.

It is recognized that providing all required parking on-site can result in a significant amount of waterfront land being dedicated to parking lots and structures, thereby limiting the ability to provide visitor-serving uses such as parks and commercial development. New commercial development in the Marina Zone shall participate in the implementation of the Parking Management and Monitoring Plan (PMMP), as amended. Such participation is intended to achieve maximum feasible reduction in automotive traffic, facilitate the extension and utilization of mass transit to serve the Marina



Zone, provide and support means of non-automobile circulation to employees and guests, make more efficient use of existing parking lots and structures, and help avoid significant effects associated with a lack of parking for waterfront projects. Additionally, the PMMP requires new commercial development to provide maximum feasible on-site or proximate parking facilities on Port and nearby City lands, and participate in the tiered, legally available, off-site parking program to address peak individual and cumulative demand. Required participation in the plan PMMP shall be monitored and reported annually to the Port and California Coastal Commission for the economic life of the development. Throughout the South Embarcadero (G Street mole to the Hilton San Diego Bayfront Convention Center Hotel and Expansion Hotel Complex), commercial development is also required to participate in and contribute a fair share to the Port District's implementation of a permanent bayside shuttle system that would serve and connect tideland uses along the waterfront, such as the Convention Center Hotel Public Parking Facility, hotels, Seaport Village, and other waterfront destinations. Although outside the South Embarcadero, the bayside shuttle should also provide service to the Midway. In addition, this bayside shuttle system should include linkages to public roadside shuttle systems serving downtown San Diego, the airport, and MTS transportation hubs. Port District implementation of the bayside shuttle system is intended to serve visitors as part of an integrated waterfront access and parking program that the Port District shall pursue in conjunction with the City of San Diego, CCDC and MTS. The Port District will fund the bayside shuttle system at its cost and may seek cost recovery and financial participation consistent with its policies and practices and applicable laws. Cost recovery and financial participation may include: collection of fares, grants, advertising, voluntary tenant participation, mandatory tenant participation at the time of issuance of coastal development permits for Port District tenant projects within the South Embarcadero, and other sources as may be identified by the Port District. If rider fares are collected, fares will be kept at a low cost as compared to comparable transportation services within the region. The District will prepare a bayside shuttle system program and operational

plan prior to the shuttle system commencing operations. The bayside shuttle system will be operational in accordance with the conditions of approval for the North Embarcadero Visionary Plan (NEVP) Phase 1 project.

The regional Convention Center is supported by major hotel complexes; Marriott Hotel and Hyatt Hotel, a convention hotel that The Marriott Hotel is located immediately adjacent to the northwest of the Convention Center and contains twin 25-story towers accommodating 1,400 hotel rooms and a 450-slip marina; The Hyatt Hotel is located north of the Marriott Hotel and contains two hotel towers, one with and a hotel of 875 rooms and the other with 750 rooms. A-The 750-room second hotel tower has been was constructed with a minimum 100-foot set back from Harbor Drive, and a maximum height of 62 feet for the lobby galleria/ballroom structure connecting the second tower to the first tower. The hotel expansion second tower includes meeting space, 34,000 square feet of exhibit space, and 30,000 square feet of ballroom space. Ancillary uses in this area include banquet, meeting, restaurant, hotel guest-oriented retail space, court game areas, and automobile parking.

The Marriott Hotel proposes a renovation/expansion of its Marriott Hall meeting space to include approximately 44,000 square feet of additional ballroom and exhibit space. The aesthetics and visual accessibility of the area will be enhanced through the contemporary, transparent architectural features and siting of the new Marriott Hall building, which will be reoriented such that its public side faces Harbor Drive. The maximum height of the new Marriott Hall shall not exceed 68 feet, including rooftop equipment and parapet wall, and the distance between the new Marriott Hall building and Hyatt parking structure shall be a minimum of 120.5 feet. Removal of underutilized hotel parking will allow for construction of the new meeting space and Marina Walk public access improvements, which will enhance physical and visual access to the Bay, and encourage a more pedestrian-oriented environment.

To further enhance and activate public access in the South Embarcadero, the Marriott proposes

a 25,000-square-foot paved, flexible outdoor space at the bayward terminus of Marina Walk, adjacent to the Embarcadero promenade, known as "Marina Terrace." Marina Terrace will be used for hotel events such as mixers, cocktail parties, luncheons, and receptions, and occasionally may be increased to a maximum size of 35,000 square feet. When not in use for outdoor hotel events, Marina Terrace will be accessible for use by the public as an open gathering and activity space (see South Embarcadero Public Access Program, as amended). During the times when Marina Terrace will be publicly accessible, approximately 85% of the year, the Marriott will provide and/or facilitate the provision of public pedestrian-activating amenities on Marina Terrace such as seasonal events/festivals, temporary visitor-serving retail such as food carts and vendors, and placement of movable modular street furniture for public use on Marina Terrace. This modular furniture will include public benches, chairs, tables, and outside shade structures. At a minimum, the Marriott will ensure that permanent public seating is provided along the bayward perimeter of Marina Terrace. Six-foot-wide paved pathways through the existing landscape buffer will ensure vertical pedestrian linkages between Marina Terrace and the Embarcadero promenade. Public pedestrian use of the Marina Terrace space will be further encouraged with consistent paving and low-level vegetation to help attract visitors along Marina Walk and the Embarcadero promenade. To encourage interaction between the public spaces on Marina Terrace, Marina Walk, and the Embarcadero promenade, the Marriott will promote and inform the public about various activities and pedestrian-serving amenities available at Marina Terrace through use of interchangeable signage and other methods of advertisement. In addition, Marriott will provide fixed picnic-type tables between Marina Terrace and the Embarcadero promenade on a permanent basis. The 35-space parking lot between Marina Walk and Marina Terrace shall be signed and designated for marina use (30 spaces) and public use (5 spaces).

Marriott's proposed improvements trigger its mandatory participation in the Port District's implementation of the permanent bayside shuttle system. The bayside shuttle system will be

operational prior to the opening of the Marriott Hall expansion, and Marriott's participation in the shuttle system will be a condition precedent to issuance of a certificate of occupancy for the proposed Marriott Hall expansion.

Situated within the eastern portion of the Marina Zone is an 11-acre site, fronting onto Harbor Drive and Fifth Avenue, which has been developed into a regional Convention Center that opened in 1989. Floor area is allocated for display and exhibit area, meeting rooms, and support space, such as lobbies, storage, food service, and parking.

Phase II of the Convention Center, completed in 2001, expanded the facility. The extension of the Convention Center into a contiguous 13-acre site connected to the southeast end of the center facility, and occupying the area bounded by Harbor Drive, Eighth Avenue Park Boulevard, and Convention Way, has been completed. Fifth Avenue, an undedicated street south of Harbor Drive, was closed as part of the development of the original Convention Center. Harbor Drive has been is partially depressed to provide an alternate access to an existing underground parking lot system garage and to enhance the urban design character at the Convention Center. The expansion Phase II added approximately one million gross feet of floor area to the Convention Center. A Phase III expansion to the Convention Center is proposed to add approximately 405,000 square feet of exhibit area, meeting rooms, and ballrooms, approximately 575,000 square feet of support spaces, and up to 45,000 square feet of visitor-serving retail, of which up to 30,000 square feet can be sited on the southwesterly facing façade of the Phase III expansion. Convention Way will be shifted closer to the waterfront to accommodate the Phase III expansion. The south side of the Convention Center will expand onto the Fifth Avenue Landing site and into a parcel (site originally proposed for a 250-room hotel) on the south side of the park entry road. The Embarcadero Promenade will not be affected by the Phase III expansion. A pedestrian accessway immediately adjacent to, and inland of, the realigned Convention Way will be constructed to improve pedestrian circulation inland of Convention Way and provide access to the retail proposed along the southwesterly façade of the Phase III expansion.

An approximately five acre public park/plaza will be constructed on the rooftop of the Phase III expansion. This public realm space, which will vary between approximately 50 to 100 feet above grade, will be accessible from at least six access points, including: the grand stairs and funicular at Harbor Drive, the grand stairs and elevator at the southwest corner of the rooftop park/plaza, elevators at the south midpoint of the rooftop park/plaza, the landscaped inclined walkway, and the elevator along Park Boulevard, as well as one access point from within the Convention Center. The rooftop park/plaza will include a mix of hardscape and landscape, including lawns, grasses, wildflowers, shrubs, trees, wetland plants; and pavilions and formal and non-formal gardens with lighted paths and fixed and movable furnishings. Observation vistas will be placed at opportune locations throughout the rooftop park/plaza to provide views to the Bay and uplands skyline. Support facilities such as restrooms, park maintenance and mechanical facilities, and power and water service will also be provided.

There are 15 distinct rooftop park/plaza spaces including: Spine, Grove, Great Lawn, Pavilion, Coastal Chaparral, Gathering Place, Bluff Gardens, Living Room, Reading Room, Summit Plaza, Mesa, Lower Plaza, Overlooks, Ascent, and Non-Accessible Green Roof Areas.

The Spine would be a paved walkway that features furnishings to allow people to move freely between the spaces. The Spine serves as a transect through the various garden environments, offering rhythm and cadence to the experience of ascending to the park's high point as well as descending to the lower vistas in the park.

The Grove would be a flexible and adaptable-use space with large canopy trees in planters and paving and movable site furnishings. This space would offer power and water sources for events, services, and pedestrian lighting.

The Great Lawn would be a sculpted and sloping lawn plane. The Great Lawn would serve a wide range of passive and active recreational needs of the community such as, but not limited to, performance/event space, picnicking, and other lawn oriented activities.

The Pavilion would be an overhead open air shade structure. This environment would offer visitors shade for seating and events and a grand scale architectural feature that gives a focus to the Grove and the Great Lawn.

The Coastal Chaparral vegetation would consist of native coastal shrubs, ground covers and coastal trees. The character of the Coastal Chaparral is inspired by the beauty and simplicity of the native coastal bluff landscapes of southern California. The intent of this landscape is to offer users interesting and intimate gardens for interaction, strolling, and relaxation.

The Gathering Place would be a hardscape plaza environment designed to accommodate a wide range of events and activity. There would be both fixed and movable furnishings and paving, pavilions with power and water service, restrooms, pedestrian lighting, and vegetation.

The Bluff Gardens would be similar to the Coastal Chaparral with the addition of paved areas and additional planting, lighting, and furnishing that would give park visitors additional places to picnic and host small gatherings.

The Living Room would be a primary destination for shade and relaxation embedded within the heart of the public park/plaza. The space would feature a grand scale canopy supported by an informally organized glade of support columns that create an atmosphere of being in a tree glade. The canopy area would be furnished with hanging porch swings, movable tables and chairs, pedestrian lighting and power/water sources for event staging. Cornering the space would be a water feature that would be designed to engage both children and adults.

The Reading Room would be a contemplative garden destination immersed within the vegetation of the Coastal Chaparral. The Reading Room would consist of walkways, furnishings, sculpted lawn forms, and plantings that give the space an internal focus with an emphasis of orienting the experience to the San Diego skyline.

The Summit Plaza would be a mixed environment of plaza paving and structured event turf that would serve as a destination gathering

space for public events, weddings, and ceremonies. This space would feature both power and water sources for event use.

The Mesa would be a sculpted grass landform set at the high point of the green roof's ascent. The Mesa would provide a grand scale viewing perch that would offer users sweeping views of the San Diego Bay and the surrounding San Diego skyline. The grass slope would allow for small performances and group gatherings while the bleacher-like steps offer casual seating and views to the park's gardens and spaces. Restrooms, park maintenance and mechanical facilities would be constructed below the Mesa's surface with a convenient adjacency to the Summit Plaza event space.

The Lower Plaza would be a predominantly paved environment with trees in planters, pedestrian lights, and paving. This space would offer both power and water sources for special events.

The Overlooks would be viewing areas along the southerly edge of the rooftop park/plaza that would offer intimate spaces that are discovered and provide views to the horizon. Several of the overlooks may be cantilevered over the Ascent.

The Ascent would be a 1,200-foot walkway leading from Convention Way to the base of the rooftop park/plaza on the southwestern corner. The grade of the ascent would be 5% and the width would be approximately 30 feet. As the Ascent proceeds westerly from its base, landscape and hardscape features would be designed to create a sense of compression and release.

Some portions of the rooftop park/plaza would be inaccessible due to weight limits and difficult access. These Non-Accessible Green Roof sections would be planted with small scale plants and would create a visual foreground to bay views from the rooftop.

The rooftop park/plaza would feature both native and exotic plants to the southern California coast, with the intent of capturing the character and feel of a coastal bluff landscape. Irrigation of the vegetation will be accomplished via subsurface drip using the existing brackish

groundwater pumped daily using the de-watering system for the subterranean parking facility beneath Phase I of the Convention Center. The brackish groundwater will be blended with potable water to maintain low concentrations of salt that would be suitable for landscape application.

The Convention Center operator was—is required to implement the Parking Management Plan and Monitoring Program (November, 1995, ~~as amended May 2012~~ which and is incorporated by reference into the master plan) to meet the needs of the Convention Center visitors and support functions, as well as the public seeking access to the Embarcadero Marina Park South.

### Convention Way Basin

~~A transition in the existing land use is planned for the area located to the south of the expanded Convention Center. A southward shift of Convention Way is planned to accommodate Phase III of the Convention Center. A parcel on the south side of the park entry road is the proposed location for a 250-room Spinnaker hotel. The 250-room Spinnaker hotel tower only, located on the northwesterly portion of the Fifth Avenue Landing site, shall be designed to occupy a minimal building footprint in order to maximize the amount of public access and open waterfront parkland, and the tower shall not exceed 20-23 stories in height. No portion of the Spinnaker hotel complex shall encroach on the promenade. The public pedestrian bridges linking the Convention Center observation terrace to the public observation terrace of the Spinnaker hotel tower will cross Convention Way and the promenade and link to the plaza and promenade below with a public stairway and elevator to ensure access to persons with disabilities. The pedestrian bridge will be part of the Spinnaker hotel project. The public pedestrian bridges shall be designed by the developer of the Spinnaker hotel to be visually attractive, compatible with the public art, architecture, and pedestrian orientation of the project area. A pedestrian bridge over Convention Way will provide pedestrian access from the observation deck of the Convention Center expansion to a terrace surrounding the hotel as well as access to the shoreline walkway. Universal design for disabled access will be incorporated in all new development.~~



A ballroom, parking facility, other hotel related facilities, and water transportation center for harbor excursion boats, water taxis and ferries is planned east of the promenade along Convention Way. The Spinnaker hotel complex shall include a water taxi and ferry service to the Convention Center hotels and to other San Diego Bay locations will be provided at the Water Transit Center, which will be relocated west onto the former Spinnaker Hotel site. The roofline of the hotel facilities, ballroom and parking facilities shall not exceed 25 feet above finished grade (not including appurtenant structures and the main hotel tower), unless construction requirements or geotechnical or other physical characteristics of the site make it infeasible. If a 25 foot roofline is infeasible, the maximum height of the roofline and appurtenant structures shall be the minimum height necessary, but in no case shall it exceed 32 feet in height and shall be subject to further review and approval by the Port District. All rooftop equipment shall be screened from public view and shall be designed to be visually attractive from all public viewing areas.

The entire ground floor and perimeter of the Spinnaker hotel tower and the ballroom and related hotel facilities facing the promenade shall provide ground level pedestrian oriented uses compatible with the Commercial Recreation land use designation, such as visitor serving retail shops and restaurants, including outdoor seating, to activate the promenade. Minimal hotel lobby space may be permitted on the ground floor of the Spinnaker hotel tower. A minimum 198 parking spaces to serve the Spinnaker hotel guests and the public will be provided. The spaces shall be allocated as follows: a minimum 88 surface parking spaces shall be provided on site, and 110 valet spaces shall be provided in the Convention Center parking facility. A minimum 44 spaces of the on-site surface parking will always be available for general public use and will not be reserved for hotel events. Appropriate signage shall mark the on-site lot as available to the public. Views from the promenade toward the Spinnaker Hotel parking lot shall be softened by use of a landscaped buffer. The Spinnaker hotel tower shall have an architectural style depicted in the shape of a spinnaker sail.

Bayside improvements to this area include the continued extension of the pedestrian promenade along the waterfront. Park/Plaza areas of 4.3 acres and 1.1 acres at the and the shoreline promenade will open-maintain views to the waterfront from Convention Way. New and expanded restroom facilities will be provided in the 5.4 acre combined Park/Plaza area and the Embarcadero Marina Park South. The promenade widths and public plaza areas on the water's edge of the Fifth Avenue Landing site vary in size. The promenade width ranges from 60 feet to 35 feet, of which the first 26 feet adjacent to the water's edge shall remain open and unobstructed for public pedestrian use. A minimum building setback of 35 feet from the water's edge along the entire promenade in Subarea 36 shall be provided. A 120-foot diameter public plaza is located at the center of the Fifth Avenue Landing site. The promenade is extended into the Embarcadero Marina Park South on the south-east (Chart House) side (restaurant side) of the park entry. The new continuous promenade will be extended extends along the water's edge of the entire Fifth Avenue Landing and Hilton San Diego Bayfront (former Campbell Shipyard) sites, and will connects to Harbor Drive for complete public pedestrian access throughout the public park/plaza areas in the vicinity of the project vicinity and Convention Center and Hilton Hotel. The public access corridor between Harbor Drive and the shoreline promenade ranges in width from 10-25 feet and includes landscaping, benches, and public art.

The former shipyard area will be is redeveloped with a 1000-to-1200-room Convention Hotel (Hilton San Diego Bayfront) and support facilities including restaurant, retail, meeting space, a 35,000-square-foot ballroom, a 20-to-30-slip marina, and an up to maximum 2000-car public parking facility. The 1200-room hotel has a 20-foot building height for buildings along the promenade, stepping back to 50-feet in height in the development area to create a pedestrian-scaled public environment. A transport service will be available from the 2,000-car public parking facility to the Bayfront. The maximum approximately 500375-foot high Convention Hotel hotel tower and parking structure shall be are located outside and southsoutheast of the Park Boulevard view corridor and the Eighth Avenue view corridor to

maintain public views to the Bay from Harbor Drive. The parking structure shall be set back a minimum of 100 feet from Harbor Drive. At least 899 of the 2000 maximum parking spaces in the parking structure shall be provided for Convention Hotel guest use. The remaining parking spaces shall be designated for general public use. The Hilton may be expanded with a second hotel tower located adjacent to the parking structure. The expansion hotel may include up to 500 rooms, a lobby, approximately 55,000 net square feet of ballroom/meeting space, and other ancillary uses. To utilize the close proximity to the existing hotel and to reduce redundancy of facilities, the expansion hotel may share some support facilities with the existing hotel. In order for the expansion hotel to remain outside of the Park Boulevard view corridor, a portion of the hotel may cantilever over the existing parking garage and the ramp to the existing hotel. As such, the expansion hotel shall not encroach into the Park Boulevard view corridor. The height of the expansion hotel shall not exceed the height of the existing hotel. All rooftop equipment shall be screened from public view and shall be designed to be visually attractive from all public viewing areas. The existing public parking facility accommodates parking for the hotel, hotel expansion and public waterfront access.

The Hilton operator is required to implement the Parking Management Plan and Monitoring Program (May 2012) which is incorporated by reference into the master plan to meet the needs of the Hilton guests and support functions.

The Convention Hotel Hilton San Diego Bayfront Hotel and Expansion Hotel shall provide maintain pedestrian access along two major corridors, Eighth Avenue Park Boulevard and the extension of the Embarcadero promenade. Landscaped setbacks and/or street-front retail must be provided along these access ways. The Eighth Avenue pedestrian walkway shall be a minimum of 20 feet wide with 12 foot wide planting strips between the Eighth Avenue right of way and the pedestrian walkway and a 12 foot wide planting setback between the walkway and the hotel development. Pedestrian-oriented uses compatible with the Commercial Recreation land use designation, such as visitor serving retail shops and restaurants, which may

include outdoor seating, shall be are provided in the Hilton San Diego Bayfront Hotel to activate the promenade pedestrian access ways. Project components shall meet the 20 foot building height for buildings on the promenade, stepping back to 50 feet in height in the development area to create a pedestrian scaled public environment. Shoreline promenade and landscape improvements will be are included in the 35-foot minimum setback of the hotel from the water's edge. The first 26 feet of promenade adjacent to the water's edge shall remain open and unobstructed for public pedestrian use.

A public access pier with recreational boat facilities will be set back a distance sufficient to preserve the continued use of the Tenth Avenue Marine Terminal Berths 1 and 2 for commercial cargoes. The new marina has been reduced to a "transient oriented" marina of 20-30 large yacht slips. State-of-the-art best management practices will be used in the marina to reduce spills, reduce or prohibit toxic bottom paints, and mandate new pump-out stations.

Specific implementation proposals will be evaluated by the San Diego Water Quality Control Board for compliance with all applicable regulations and will include the best management practices required by the Port District Urban Runoff Action Plan and Stormwater Management Ordinance.

The amount of water coverage in Subarea 36, Convention Way Basin, resulting from redevelopment of the bulkhead and pier structure shall be minimized and necessary to construct the public promenade, water transit center, public access piers and recreational marina. Any increase in water coverage from that which previously existed when the leaseholds were developed with the Campbell shipyard and R.E. Staite marine construction yard shall be subject to further environmental review and mitigation.

The public promenade, waterfront park and plaza and the Embarcadero Marina Park South will be open to general public use at all times. Any temporary special events held in these public park/plaza areas must obtain a special event permit from the San Diego Unified Port District, according to the Port District Special



Event Procedures and Guidelines. At no time will the public access to the sidewalk promenade be fenced, screened or blocked off by any structure.

DRAFT

**TABLE 10**  
**Precise Plan Land and Water Use Allocation**

**CENTRE CITY EMBARCADERO: PLANNING DISTRICT 3**

LAND USE	ACRES		WATER USE	ACRES	TOTAL ACRES		%OF TOTAL
	Existing	Revised			Existing	Revised	
<b>COMMERCIAL</b>	408.4	111.2	<b>COMMERCIAL</b>	35.8	444.2	147.0	33%
Commercial Fishing	5.4		Commercial Fishing Berthing	13.1			
Commercial Recreation	403.0	105.8	Recreational Boat Berthing	22.7			
<b>INDUSTRIAL</b>	29.2		<b>INDUSTRIAL</b>	61.5	90.7		21%
Aviation Related Industrial	22.3		Specialized Berthing	43.3			
Marine Terminal	6.9		Terminal Berthing	18.2			
<b>PUBLIC RECREATION</b>	60.2	58.1 (64.4)*	<b>PUBLIC RECREATION</b>	4.7	64.9	62.8 (69.1)*	15-14 (16)* %
Open Space	0.6	0.7	Open Bay/Water	4.7			
Park/Plaza	61.9	49.8 (56.1)*					
Promenade	7.8	7.6					
<b>PUBLIC FACILITIES</b>	47.6	46.8	<b>PUBLIC FACILITIES</b>	93.9	141.4	140.7	32%
Streets	47.6	46.8	Boat Navigation Corridor	29.6			
			Boat Anchorage	25.0			
			Ship Navigation Corridor	15.1			
			Ship Anchorage	24.2			
<b>TOTAL LAND AREA</b>	<b>245.3</b>		<b>TOTAL WATER AREA</b>	<b>195.9</b>			
<b>PRECISE PLAN LAND AND WATER ACREAGE TOTAL</b>					<b>441.2</b>		<b>100%</b>

\* Includes 6.3 of rooftop park/plaza

Note: Does not include State Submerged Tidelands 22.6 acres

Revised acreage includes: San Diego Convention Center Phase III Expansion and Expansion Hotel PMPA – CCC on XXXX XX, 2012

Draft

TABLE 11: Project List

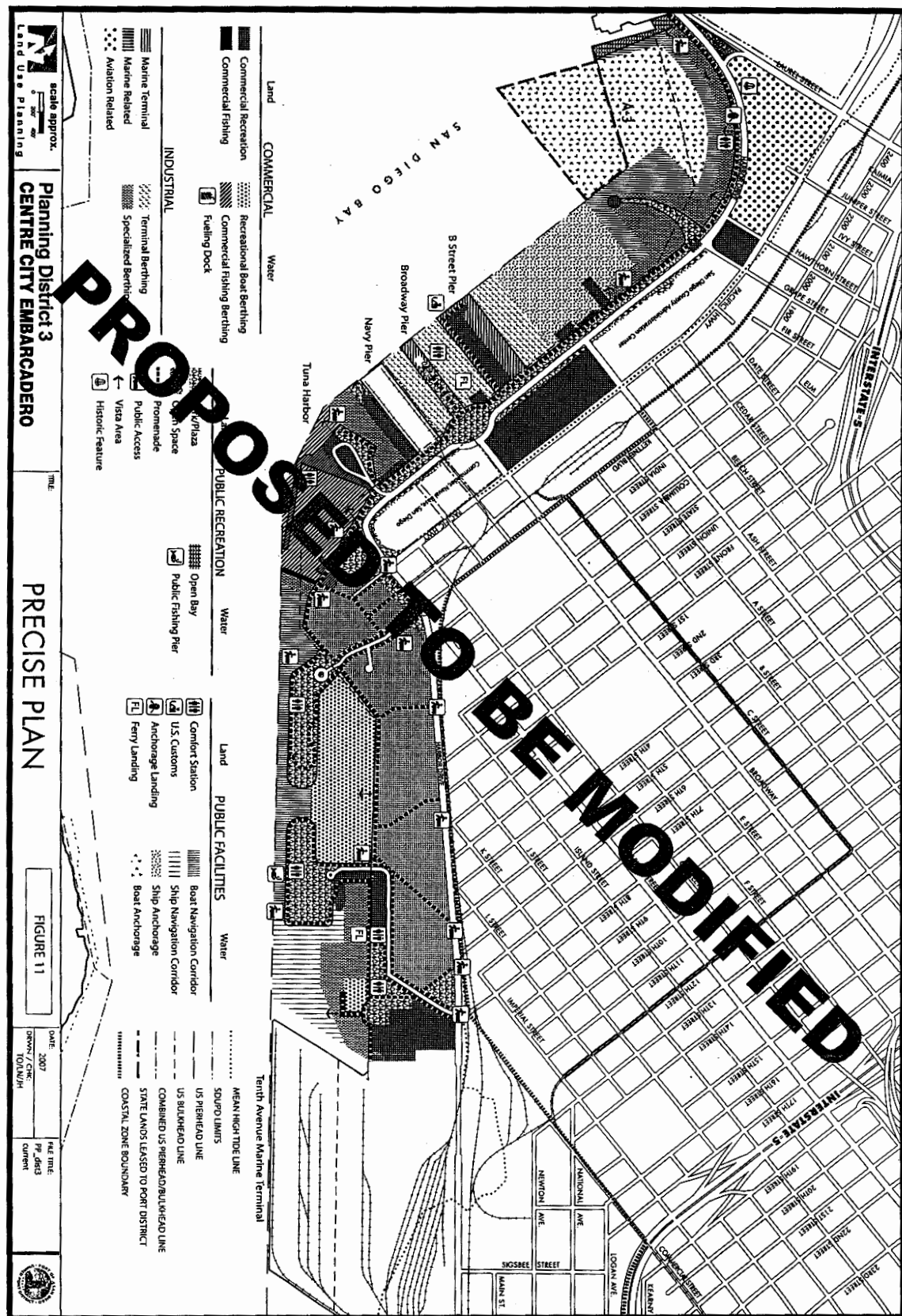
CENTRE CITY/EMBARCADERO:  
PLANNING DISTRICT 3

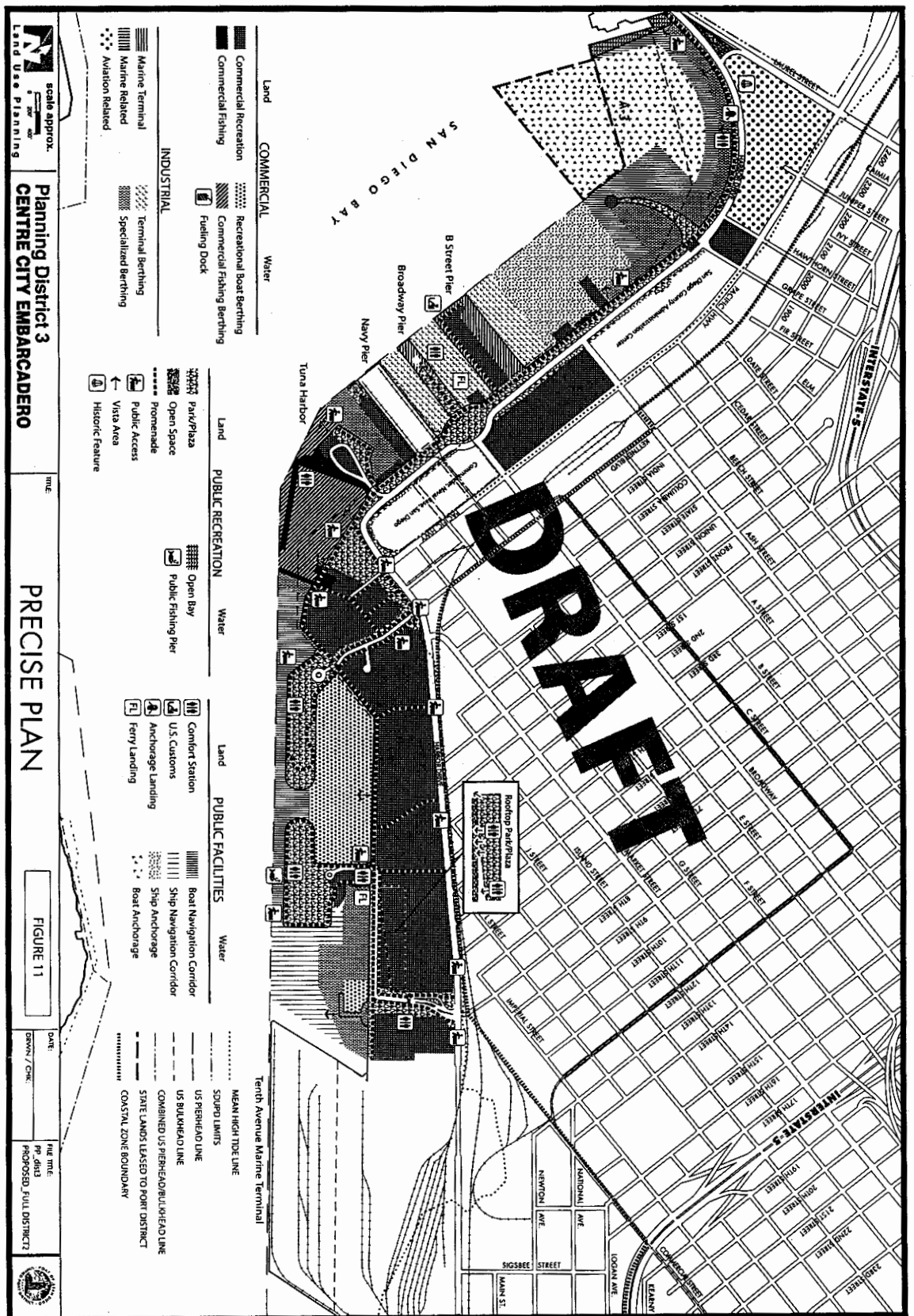
	Sub	Dev	App	FiscYear
1. NORTH HARBOR DRIVE, GRAPE TO BROADWAY: Reduce traffic lanes; install landscaping, irrigation; develop bike path	33	P	Y	2005-20
2. PUBLIC ACCESS: Pedestrian access improvements to waterfront and promenade	35	T	N	2007-08
3. LANE FIELD DEVELOPMENT: 600-to-800-room hotel, office building, retail, and parking	33	T	Y	2005-10
4. NORTH EMBARCADERO REDEVELOPMENT: (a) Visionary Plan public improvements, (b) esplanade, (c) street improvements, (d) vista points, (e) Grape Street piers replacement + restaurant, (f) park and plaza areas, (g) Broadway Pier cruise ship terminal (approximately 60,000 sq. ft., maximum 50-foot building height) to cover no more than 50 percent of the pier, public events space, 15,000 sq. ft. public recreation and viewing area, a 25-foot wide public access corridor along the southern side of the pier, and infrastructure improvements, (h) B and C Street linkages between Pacific Highway and North Harbor Drive	31-34	P	Y*	2005-20
5. PASSENGER TERMINAL AT B STREET PIER: Cruise Ship Terminal Modernization	33	P	N	2006-10
6. WATER TRANSIT CENTER: Relocate buildings (including ticket offices, marina offices, and public restrooms) and parking to the west on former Spinnaker Hotel site. Prepare site, construct buildings, piers maintain pedestrian access and landscape improvements to and along the San Diego Bay shoreline, and to accommodate water-based transportation including a ferry landing, water taxi access and public boat access and construct landscape improvements	36	T	N	2007-10 2015-2018
7. CONVENTION CENTER HOTEL COMPLEX AND MARINA: Construct 1000-to-hotel tower with up to 1200 rooms, 1200-room hotel tower, a lobby, ballroom, meeting rooms, retail shops, restaurants, other ancillary uses, above-grade parking structure, marina, piers, pedestrian access, boat access, park/plaza, and landscape improvements; expand hotel with second hotel adjacent to parking garage with up to 500 rooms, a lobby, ballroom, meeting rooms, retail space, other ancillary uses, and landscape improvements	36	T	Y	2006-08 2018
8. SPINNAKER HOTEL: Construct 250-room hotel with meeting rooms, ballroom, restaurants, retail shops, other ancillary uses, pedestrian access, with bridge to Convention Center, surface parking spaces, and landscape improvements	36	T	Y	2007-10
8. CONVENTION CENTER PHASE III: Construct third phase of regional convention center, retail space, infrastructure, landscape improvements, rooftop park/plaza, realign Convention Way	35	T	N	2015-2018
9. PEDESTRIAN BRIDGE OVER HARBOR DRIVE: Self-anchored suspension bridge over Harbor Drive connecting to public parking garage to Eighth Avenue	35	T	N	2006-08
10. EIGHTH AVENUE PEDESTRIAN CROSSING: At grade pedestrian crossing to be completed with pedestrian bridge over Harbor Drive	35	T	N	2006-10
11. OLD POLICE HEADQUARTERS REHABILITATION: Rehabilitation and adaptive reuse of historically designated Old Police Headquarters building with a mix of specialty retail, entertainment and restaurant uses; reconfiguration of surrounding parking areas; and, pedestrian access, plaza and landscape improvements.	34,35	T	Y	2007-08
12. PIER WALK BUILDING: Remove existing Harbor Seafood Mart building and construct new Pier Walk building to accommodate existing commercial fish processing operations, as well as associated retail, restaurant and other services/supplies.	34	T	Y	2008-09
13. BAYFRONT PARK: Construct new bayfront public park along the southern edge of Harbor Drive, between the waterfront and Pacific Highway, including lawn and landscaped areas, walkways, as well as other park/plaza features	34	P	N	2009-10
14. MARRIOTT HOTEL MEETING SPACE EXPANSION: Demolish and reconstruct Marriott Hall; create new outdoor hotel/public space ("Marina Terrace"); construct improved and widened Marina Walk walkway, improve public amenities, including public views towards the bay and	35	T	Y	2013-14

pedestrian access; modify parking configuration; install landscape and hardscape improvements

P- Port District    T- Tenant    N- No    Y- Yes

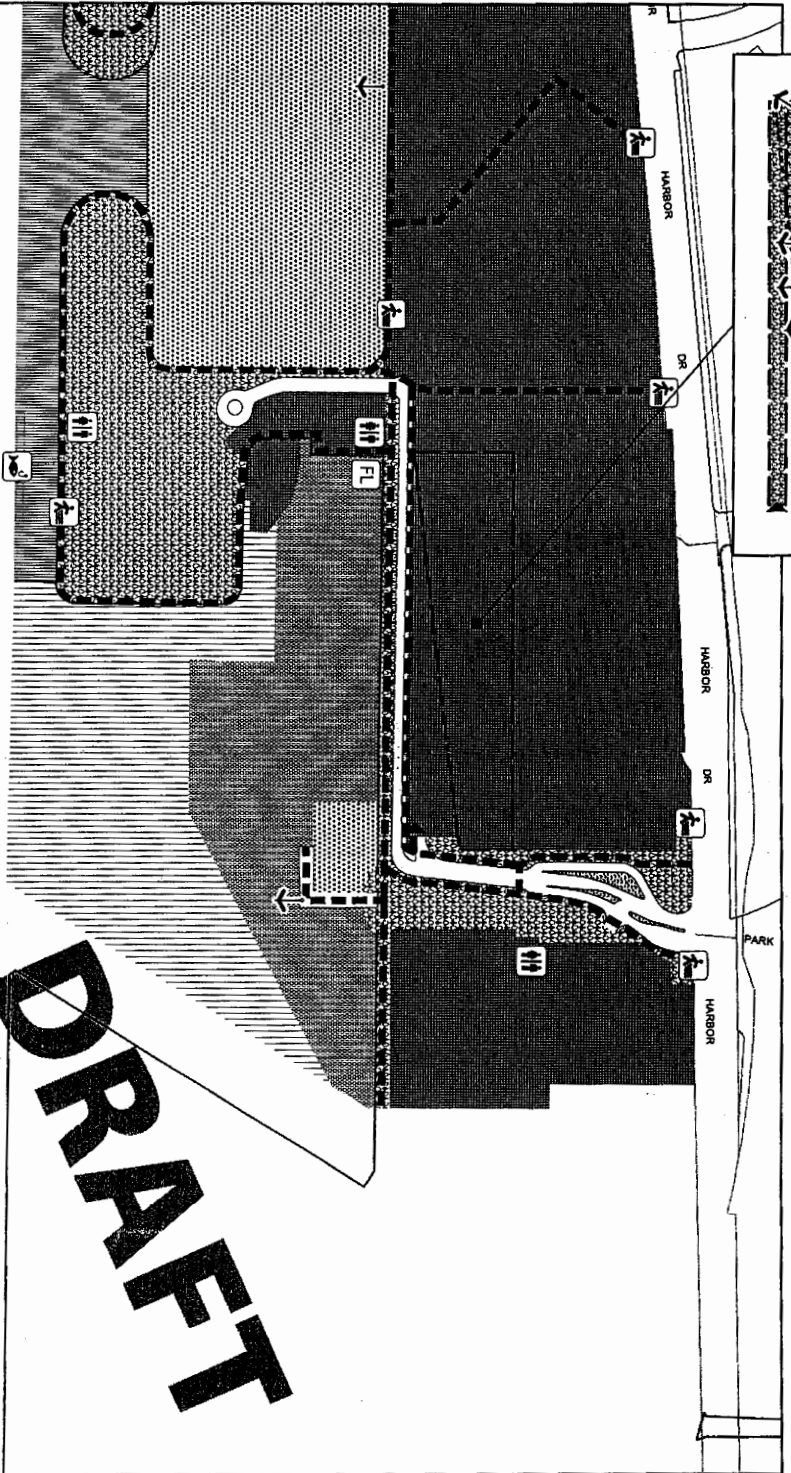
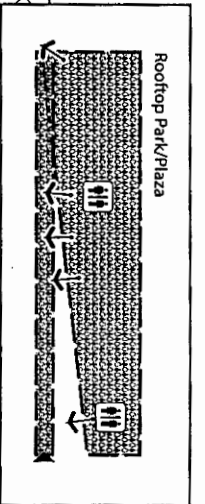
\* "Vista Points" and Broadway Pier infrastructure improvements are non-appealable projects.





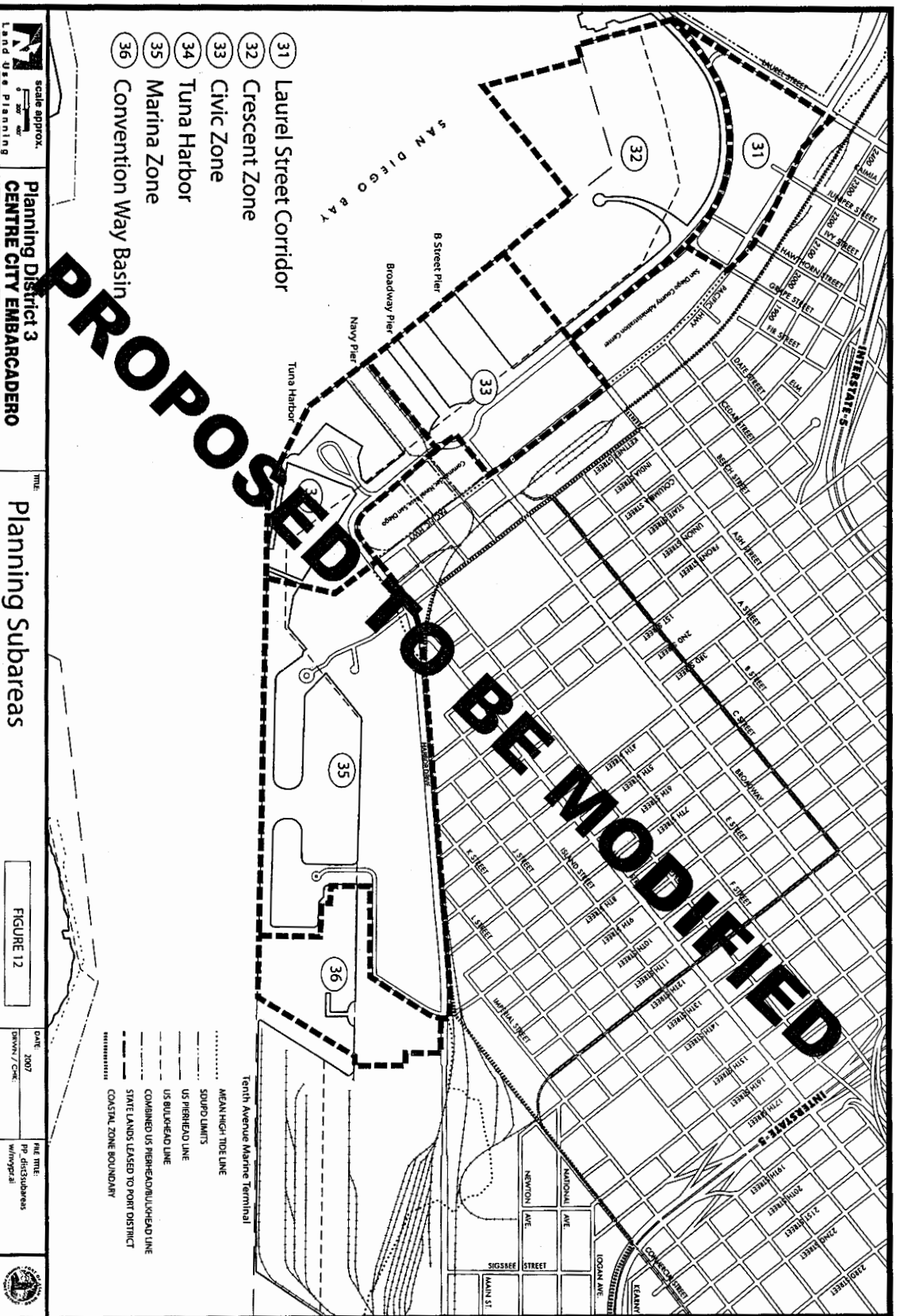


# Affected Area



Land	COMMERCIAL	Water	Land	PUBLIC RECREATION	Water	Land	PUBLIC FACILITIES	Water
Commercial Recreation	Commercial Fishing	Commercial Fishing Berthing	Park/Plaza	Open Bay	Open Space	Comfort Station	Boat Navigation Corridor	
Commercial Fishing	INDUSTRIAL	Specialized Berthing	Promenade	Public Fishing Pier		Ferry Landing	Ship Navigation Corridor	
			Vista Area					







**SOUTH EMBARCADERO PUBLIC ACCESS PROGRAM**

**SOUTH EMBARCADERO  
PUBLIC ACCESS PROGRAM**

SAN DIEGO UNIFIED PORT DISTRICT  
ENVIRONMENTAL & LAND USE MANAGEMENT DEPARTMENT  
3165 PACIFIC HIGHWAY  
SAN DIEGO, CALIFORNIA 92101-1128  
(619) 686-6283

MAY 26, 1998  
~~Amended FEBRUARY 2006~~  
Amended NOVEMBER 2012 (includes Marriott revisions)

## **SOUTH EMBARCADERO PUBLIC ACCESS PROGRAM**

- Contents:
1. South Embarcadero Public Access Program, as amended ~~February 2006~~ May 2012
  2. Planning District 3 – Table A – Access and Recreation Components
  3. South Embarcadero Public Access Map
  4. Marriott Marina Terrace Activation

### **1. South Embarcadero Public Access Program**

The South Embarcadero Public Access Program defines and implements an extensive multi-modal pedestrian, bicyclist, mass-transit and automobile-based system to provide a variety of free and low-cost San Diego Bay waterfront public recreational opportunities for a broad range of individuals and families who reside in the region, as well as visitors. Access facilities will be constructed and maintained to be accessible to persons with disabilities.

The Embarcadero Promenade, which extends along 4,600 linear feet of San Diego Bay in Planning Subareas 34 (Tuna Harbor), ~~and 35 (Marina Zone), and 36 (Convention Way Basin)~~, offers an unparalleled pedestrian California urban waterfront experience, including a commercial and naval harbor, working fisheries, two publicly accessible piers, three shoreline public parks, recreational boating and ferry/water taxi facilities, and many water-related commercial recreational enterprises. The 70,000 SF Promenade also serves to provide convenient non-automotive pedestrian linkages between and among the San Diego Convention Center, hotels, and other commercial recreation uses in the Planning Area. As a result of improvements made through the South Embarcadero Redevelopment Program (SERP) I Port Master Plan Amendment, the Promenade alone can readily accommodate 10,000 persons at one time, or 30-50,000 persons per day.

Along the inland boundaries of the Planning Area, Harbor Drive roughly parallels the Promenade and provides a diversified multi-modal corridor. In response to increasing public interest, a substantially enlarged and landscaped 10-foot wide urban sidewalk, as well as designated driveway crossings and a unified multi-language directional signage program, will be incorporated along the west side of Harbor Drive.

The Old Police Headquarters (OPH) 1.0-acre open space Urban Plaza, pedestrian linkages around and through the OPH, and activating uses along the west side of Kettner Blvd, along with the existing 0.7-acre open space plaza adjacent to the Hyatt tower, will connect Harbor Drive, between California Street and Kettner Blvd, with existing Embarcadero Marina Park North. The open space areas will create visual and physical linkages from the OPH to the 3.5-acre waterfront park across Pacific Highway, as well as link to enhanced pedestrian connections to and along the Embarcadero through Seaport Village and along Kettner Blvd. These parks will be improved with environmentally sustainable features to enhance family recreation opportunities, and other recreational and access support facilities, such as lighting, paths, fitness course, signs, restrooms, water, telephones, tables, seating, and trash disposal.

**SOUTH EMBARCADERO PUBLIC ACCESS PROGRAM**

The proposed Phase III Expansion to the Convention Center will include an approximately 5.0-acre rooftop park/plaza, approximately 50-100 feet above grade. The rooftop park/plaza will be accessible from at least six access points, including: the grand stairs and funicular at Harbor Drive, the grand stairs and elevator at the southwest corner of the rooftop park/plaza, elevators at the south midpoint of the rooftop park/plaza, the landscaped inclined walkway, and the elevator along Park Boulevard, as well as one access point from within the Convention Center. The rooftop park/plaza will include a mix of hardscape and landscape, including lawns, grasses, wildflowers, shrubs, trees, wetland plants; and pavilions and formal and non-formal gardens with lighted paths and fixed and movable furnishings. Observation vistas will be placed at opportune locations throughout the rooftop park/plaza to provide views to the Bay and uplands skyline. Support facilities such as restrooms and power and water service will also be provided.

Eleven public accessways 15 to 60 (minimum) feet wide, and comprising a total of 8,000 lineal feet, will directly connect the Harbor Drive walkway in the Planning Area with the Embarcadero Promenade: (1) on the north side of Tuna Harbor, (2) on the breakwater-pier on the south side of Tuna Harbor; (3) along the foot of Pacific Highway, (4) along the foot of California Street and south through the rehabilitated OPH building; (5) along the west side of Kettner Blvd, (6) along Pier Walk, from Market Street at Harbor to the Tuna Harbor Pier (7) along Market Plaza to the Embarcadero at Seaport Village East (8) along Marina Walk between the existing Marriott and Hyatt hotels; (9) through the canyon path between the Marriott Hotel and the existing Convention Center; (10) in the Skyward elevated access between Harbor Drive and Embarcadero Marina Park South at the junction of the existing and expanded convention center elements; and (11) from ~~Eight Avenue~~ Park Boulevard Plaza along ~~Eight Avenue~~ Park Boulevard to ~~Campbell Park and on to the Campbell Pier the waterfront~~. These connecting accessways are united with existing upland (City) sidewalks at Pacific Highway, California Street, Kettner Blvd, Market Street, Front Street-Childrens' Park-First Street, Fifth Avenue, and Park Boulevard (former Eighth Avenue). The connecting accessways on Port lands are, or will be, improved with a variety of access support and safety components as shown in Table A (page 4). No existing accessway will be reduced in size or functional capacity. Pedicab service, including designated holding areas, will be provided in conjunction with all public access, public recreational, and commercial recreational facilities, including the Convention Center, consistent with the capacity of existing and proposed accessways, and with pedestrian safety.

As redevelopment within the South Embarcadero occurs, additional opportunities to maximize and enhance public access will be incorporated. The Marriott hotel's reconstruction of its Marriott Hall ballroom and meeting facility will enable construction of Marina Walk, a joint, cohesive public accessway spanning both the Marriott and Hyatt leaseholds (#8 above). Public views and public pedestrian connectivity to the Bay will be significantly improved through relocation of the large cooling towers, removal of tall landscaping and underutilized surface parking, and leveling of the existing grade. Approximately one half of the Marina Walk length will be a total of 50 feet wide and will contain a 40-foot-wide public pedestrian access corridor and a 10-foot-wide landscape buffer to help screen the adjacent Hyatt parking structure. The 40-foot-wide public access corridor will include a 33.5-foot-wide dedicated pedestrian walkway, a 2-foot width for intermittent benches and lighting, and a 4.5-foot-wide landscape buffer with low-level, drought-resistant shrubs and groundcover that shall not exceed 3 feet in height.



## **SOUTH EMBARCADERO PUBLIC ACCESS PROGRAM**

Adjacent to the existing approximately 10-foot-wide mechanical equipment enclosure on the Hyatt leasehold, the public access corridor may narrow to approximately 32 feet wide to allow for construction of a low-scale retaining wall and vine plantings to screen the enclosure. Marina Walk will contain amenities such as decorative paving, signage, public art features, low-level lighting, bicycle racks, benches, trash receptacles, a wheelchair accessible ramp, and restrooms open to the public during daylight hours. Marina Walk will widen to 80 feet as it approaches the Embarcadero promenade, and will widen to 145 feet at the Harbor Drive gateway to Marina Walk. At the project level, minor adjustments and revisions to the corridor, parking areas, and driveway may be made to increase the width of the walkway and improve connectivity between Marina Walk, Marina Terrace, and the Embarcadero promenade. Adjacent to this gateway, removal of the existing parking booths/gates and substantial narrowing of the entry drive (from 78 feet to 40 feet in width) will create a more inviting entrance and will encourage a more pedestrian-oriented environment. The Harbor Drive gateway area will be kept clear of physical barriers, signage, or visual obstructions that would discourage public use of Marina Walk. As part of the Marina Walk construction, the existing solid southeast façade of Sally's restaurant on the Hyatt leasehold will be partially replaced with windows, which will also improve public physical and visual access towards the Bay.

Visibility of Marina Walk will be improved through architectural treatment and orientation of the buildings on either side of the public accessway. The aesthetics and visual accessibility of the area will be enhanced through the use of contemporary, transparent architectural features and siting of the new Marriott Hall building, which will be reoriented such that its public side faces Harbor Drive. The maximum height of the new Marriott Hall shall not exceed 68 feet, including rooftop equipment and parapet wall, and the distance between the new Marriott Hall building and Hyatt parking structure shall be a minimum of 120.5 feet.

To further enhance and activate public access in the South Embarcadero, the Marriott proposes Marina Terrace, a 25,000-square-foot paved, flexible outdoor space at the bayward terminus of Marina Walk, adjacent to the Embarcadero promenade, to be accessible for use by the public as an open gathering and activity space when not in use for outdoor hotel events. During the times when Marina Terrace will be publicly accessible, approximately 85% of the year, the Marriott will provide and/or facilitate the provision of public pedestrian-activating amenities on Marina Terrace such as seasonal events/festivals, temporary visitor-serving retail such as food carts and food vendors, and placement of movable modular street furniture for public use on Marina Terrace. This modular furniture will include public benches, chairs, tables, and outside shade structures. At a minimum, the Marriott will ensure that permanent public seating is provided along the bayward perimeter of Marina Terrace. Six-foot-wide paved pedestrian accessways through the existing landscape buffer will ensure vertical pedestrian linkages between Marina Terrace and the Embarcadero promenade. Public pedestrian use of the Marina Terrace space will be further encouraged with consistent paving and low-level vegetation to help attract visitors along Marina Walk and the Embarcadero Promenade. To encourage interaction between the public spaces on Marina Terrace, Marina Walk, and the Embarcadero Promenade, the Marriott will promote and inform the public about various activities and pedestrian-serving amenities available at Marina Terrace through use of interchangeable signage and other methods of advertisement. In addition, Marriott will provide fixed picnic-type tables between Marina Terrace and the Embarcadero promenade on a permanent basis. See "Marriott Marina Terrace Activation" graphic for a potential concept of how Marina Terrace and the Embarcadero

### **SOUTH EMBARCADERO PUBLIC ACCESS PROGRAM**

promenade can be activated through Marriott's placement of permanent tables and seating and provision/facilitation of movable modular furniture and retail carts on Marina Terrace. The 35-space parking lot between Marina Walk and Marina Terrace shall be signed and designated for marina use (30 spaces) and public use (5 spaces).

Marriott's proposed improvements trigger its mandatory participation in the Port District's implementation of the permanent bayside shuttle system, discussed below. The bayside shuttle system will be operational prior to the opening of the Marriott Hall expansion, and Marriott's participation in the shuttle system will be a condition precedent to issuance of a certificate of occupancy for the proposed Marriott Hall expansion. To mitigate any potential parking shortfall that may result from the Marriott project, the Marriott is required to implement the parking management strategies as discussed in the South Embarcadero Parking Management and Monitoring Program (PMMP), as amended, which is incorporated by reference in the Port Master Plan.

The South Embarcadero Planning Area and immediately adjacent areas are presently served by publicly accessible automobile parking spaces, bicycle parking spaces, and three trolley and three bus stops. These spaces and transit stops will be maintained, although some may be relocated. To facilitate additional public recreational waterfront access opportunities, the Plan Amendment also provides for an additional water taxi landing at Tuna-Harbor Pier (consistent with continued commercial fishing uses), additional automobile, new bicycle parking spaces and lanes, and three new bus stops along Harbor Drive (implementation of which will be in coordination with San Diego Transit). Throughout the South Embarcadero (G Street mole to the ~~Convention Center Hotel Complex~~ Hilton Bayfront Hotel), commercial development is also required to participate in and contribute a fair share to the Port District's implementation of a permanent bayside shuttle system that would serve and connect tideland uses along the waterfront, such as the Convention Center Hotel Public Parking Facility, hotels, Seaport Village, and other waterfront destinations. Although outside the South Embarcadero, the bayside shuttle should also provide service to the San Diego Aircraft Carrier Museum (USS Midway). In addition, this bayside shuttle system should include linkages to public roadside shuttle systems serving downtown San Diego, the airport, and MTS transportation hubs. Port District implementation of the bayside shuttle system is intended to serve visitors as part of an integrated waterfront access and parking program that the Port District shall pursue in conjunction with the City of San Diego, CCDC and MTS. The Port District will fund the bayside shuttle system at its cost and may seek cost recovery and financial participation consistent with its policies and practices and applicable laws. Cost recovery and financial participation may include: collection of fares, grants, advertising, voluntary tenant participation, mandatory tenant participation at the time of issuance of coastal development permits for Port District tenant projects within the South Embarcadero, and other sources as may be identified by the Port District. If rider fares are collected, fares will be kept at a low cost as compared to comparable transportation services within the region. The District will prepare a bayside shuttle system program and operational plan prior to the shuttle system commencing operations. Operation of the bayside shuttle system will occur as described in the Port Master Plan.

The unified public access directional and information signage program, as well as the environmental education signage program, are proposed to be expanded throughout the Planning

**SOUTH EMBARCADERO PUBLIC ACCESS PROGRAM**

Area, and to be augmented by works of public art. Substantial environmental education displays of San Diego's on-shore and off-shore coastal geology will be incorporated into the design of public access ways.

# **SOUTH EMBARCADERO PUBLIC ACCESS PROGRAM**

## TABLE A - PLANNING DISTRICT 3, ACCESS AND RECREATION COMPONENTS

NAME	LOCATION	MAP REF. NO.	SIZE/PARKING	USE TYPES	FACILITIES
A. Promenade	Embarcadero	1	4600 LF 70000 SF	P,B,Rb,Ed,A:ha	VP,p,t,w,l,tl,b,tb,s
Segment 1	Laurel Broadway	2	5200 LF 72800 SF	P,B,Rb, Ed, A:ha	VP,p,l
Segment 2	Broadway Com	3	950 LF 3800 SF	P,B,Rb,Ed,A:ha	p,l
Segment 3	Tuna Harbor	4	800 LF 11200 SF 200/85 Spaces	P,B,Rb,Ed,A:ha	VP,p,l
Segment 4	Seaport Village	5	1100 LF 15400 SF	P,B,Rb,Ed,A:ha	VP,p,t,w,l,tl,b,tb,s
Segment 5	N Emb Mar Park	6	1600 LF 22400 SF	P,B,B/Ap,Rb:ha	VP,p,t,w,l,tl,b,tb,s
Segment 6	Kettner Blvd (includes 0.7 acre Hyatt Plaza)	7	1600 LF 32000 SF	P,B,Rb:ha	p,,w,l,tl,b,tb,s
Segment 7	Hyatt Hotel 1/2	8	600 LF 48,000 SF 100 Spaces	P,B,Rb,Ed,A:ha	VP,p,t,w,l,tl,b,tb,s
Segment 8	Marriott	9	600 LF 18000 SF	P,B,Rb,Ed,A:ha	p,t,w,l,tl,b,tb,s
Segment 9	S Emb Mar Park	10	4075 LF 44500 SF 132 Spaces	P,B,B/Ap,Rb:ha	VP,p,t,w,l,tl,b,tb,s
Segment 10	Conv Cntr/Exp	11	3350 LF 37500 SF	P,B,Rb,Ed,A:ha	VP,p,t,w,l,tl,b,tb,s
Segment 11	5th Ave Landing	12	1200 LF 7200 SF		
Segment 12	Campbell	13	700 LF 4200 SF		
B. Tuna Harbor	Harbor Drive	14	800 LF 45000 SF 200/85	P,B,Rb,Ed,A:ha	VP,p,t,w,l,tl,b,tb,s
C. Urban Plaza	South of side of Harbor Dr; North side of OPH	15	1 Acre	Plza,P,A:ha	p,t,w,l,tl,b,tb,s
D. Waterfront Park	S of Harbor Dr	16	See Seg. 3 3.5 Acres	Prk,P,Pg,B/Ap,A:ha	P,T,W,L,TL,B,TB,S
E. Pier Walk	W of Market St	17	1250 LF 50000 SF	P:ha	VP,p,t,w,l,tl,b,tb,s
F. Tuna Hrb Pier	W of Pier Walk	18	400LF 10000 SF	P,CF,WT:ha	VP,p,tl,s
G. N Emb Mar Pk	S of Central Pk	19	See Seg. 5 10.7 Acres 87 Spaces	Prk, P,Pg,B/Ap,A:ha	VP,p,t,w,l,tl,b,tb,s

**Legend:**

A=(public) Art Ed=Environ. Education PRK=Park VP=View Point sp=parking spaces w=water available	B=Bikepath P=Pedestrian walkway Rb=Roller Blade Accessible ha=handicapped accessible t=toilet facility	B/Ap=Bike/Auto parking Pg=Playground SA=Shaded Area Available l=lighting tb=table/benches	CF=Commercial Fishing PLZA=Plaza SF=Sport Fishing p=path s=sign tl=telephone
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**NOTE:** The data in this table is indicative rather than determinative (i.e., the numbers are approximations).

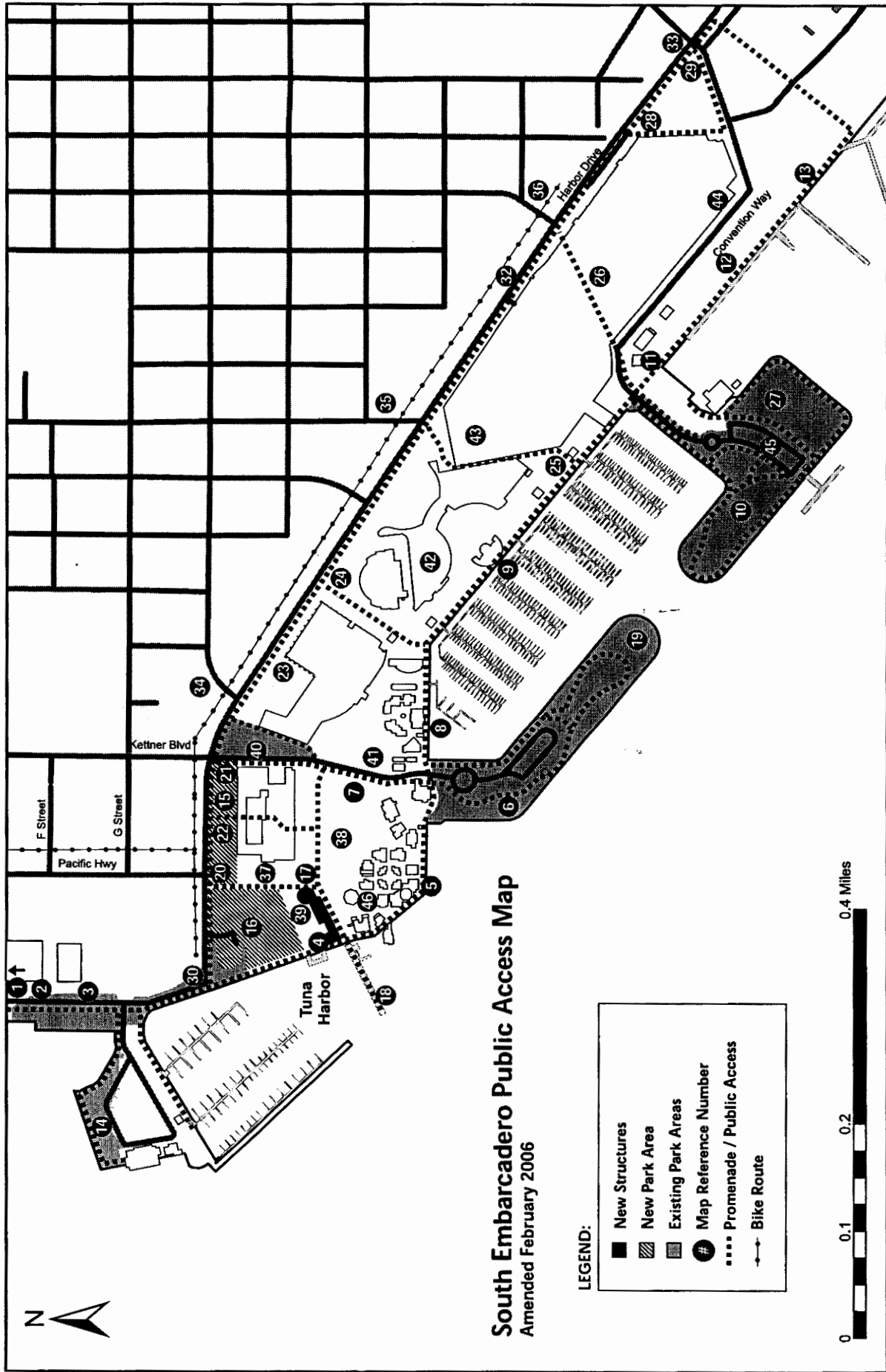
# **SOUTH EMBARCADERO PUBLIC ACCESS PROGRAM**

**TABLE A - PLANNING DISTRICT 3, ACCESS AND RECREATION COMPONENTS**

<b>NAME</b>	<b>LOCATION</b>	<b>MAP REF. NO.</b>	<b>SIZE/PARKING</b>	<b>USE TYPES</b>	<b>FACILITIES</b>
H. Pacific Hwy.	S of Harbor Dr.	20	650 LF 65000 SF	P,B:ha	p,s,
I. Kettner Blvd.	S. of Harbor Dr.	21	900 x 2 LF 54000 SF 35 Spaces	P,B:ha	p,s
J. California	S. of Harbor Dr.	22	650 LF 32500 SF	P,B,A:ha	p,s
K. Harbor Dr.	Plaza Pk to 8 <sup>th</sup> Ave.	23	4000 LF 40000 SF 18 Spaces	P,B:ha	p,s
L. Marina Walk	S. of Harbor Dr.	24	600 LF 36000 SF	Plz,P,B:ha	p,s
M. Access Cyn.	S. of Harbor Dr.	25	750 LF 7500 LF	P,A,Ed:ha	p,s,Ed
N. Skywalk	At CC/CCE	26	800 LF 16000 SF	P,Ed,A:ha	VP,p,s,l,b,tb
O. S Emb Mar Pk	S of Conv Cntr.	27	See Seg. 9 12 Acres	Prk,P,Pg,B/Ap,A:ha SF	VP,p,t,w,l,tl,b,tb,s
P. 8 <sup>th</sup> Ave Park Blvd Plaza	Harbor at 8 <sup>th</sup> Park	28	See Seg. 10 30000 SF	Plz,P,B/Ap,A:ha	p,s,t,w,l,tl,b,tb
Q. 8 <sup>th</sup> Ave Walk	W. of Harbor at 8 <sup>th</sup>	29	600 LF 2600 SF	P,B,Ed:ha	p,s,l
R. Transit Stops	BusStp @ Waterfront Pk	30	Bus turnout	P,B,Ed:ha	p,s
	BusStp @ Conv.	32	Bus turnout	P,B,Ed:ha	p,s
	BusStp @ 8 <sup>th</sup> Ave.	33	Bus turnout	P,B,Ed:ha	p,s
	Trolley S @ Mkt.	34	NS/East Line	P,B,Ed:ha	p,s
	Trolley S @ 1 <sup>st</sup>	35	NS/East Line	P,B,Ed:ha	p,s
	Trolley S @ 5 <sup>th</sup>	36	NS/East Line	P,B,Ed:ha	p,s
S. Public Parking	Pacific Hwy.	37	40Spaces	B/Ap:ha	p,s
	SPV Main Lot	38	453 Spaces (493 w/ valet)	B/Ap:ha	p,s
	Waterfront Park/Pier Walk Bldg	39	172Spaces	B/Ap:ha	p,s
	Hyatt 2	40	100 Spaces	B/Ap:ha	p,s
	SPV East	41	124 Spaces (204 w/ valet)	B/Ap:ha	p,s
	Marriott	42	5 Spaces	B/Ap:ha	p,s
	Conv.Cntr.	43		B/Ap:ha	p,s
	8 <sup>th</sup> Ave./Conv. Way	44	21/24 Spaces	B/Ap:ha	p,s
T. S Emb MarFP	S Emb Mar Pk	45	132 Spaces	P,SF,B:ha	VP,p,w,l,b,tb,s
U. Village Wiks	SPV (1978)	46		P,Plz,A,Ed:ha	l,p,Rb,SA,s,sp,t,tb,tl w
V. Conv Cntr Rftp	Rooftop of Conv Ctr Phase III Exp	47	5 Acres	PRK, P, ha, PLZA	VP, w, t, SA, l, tb

**Legend:** A=(public) Art  
Ed=Envm. Education  
PRK=Park  
VP=View Point  
sp=parking spaces  
w=water available  
B=Bikepath  
P=Pedestrian walkway  
Rb=Roller Blade Accessible  
ha=handicapped accessible  
t=toilet facility  
B/Ap=Bike/Auto parking  
Pg=Playground  
SA=Shaded Area Available  
l=lighting  
tb=table/benches  
CF=Commercial Fishing  
PLZA=Plaza  
SF=Sport Fishing  
p=path  
s=sign  
tl=telephone

**NOTE:** The data in this table is indicative rather than determinative (i.e., the numbers are approximations).

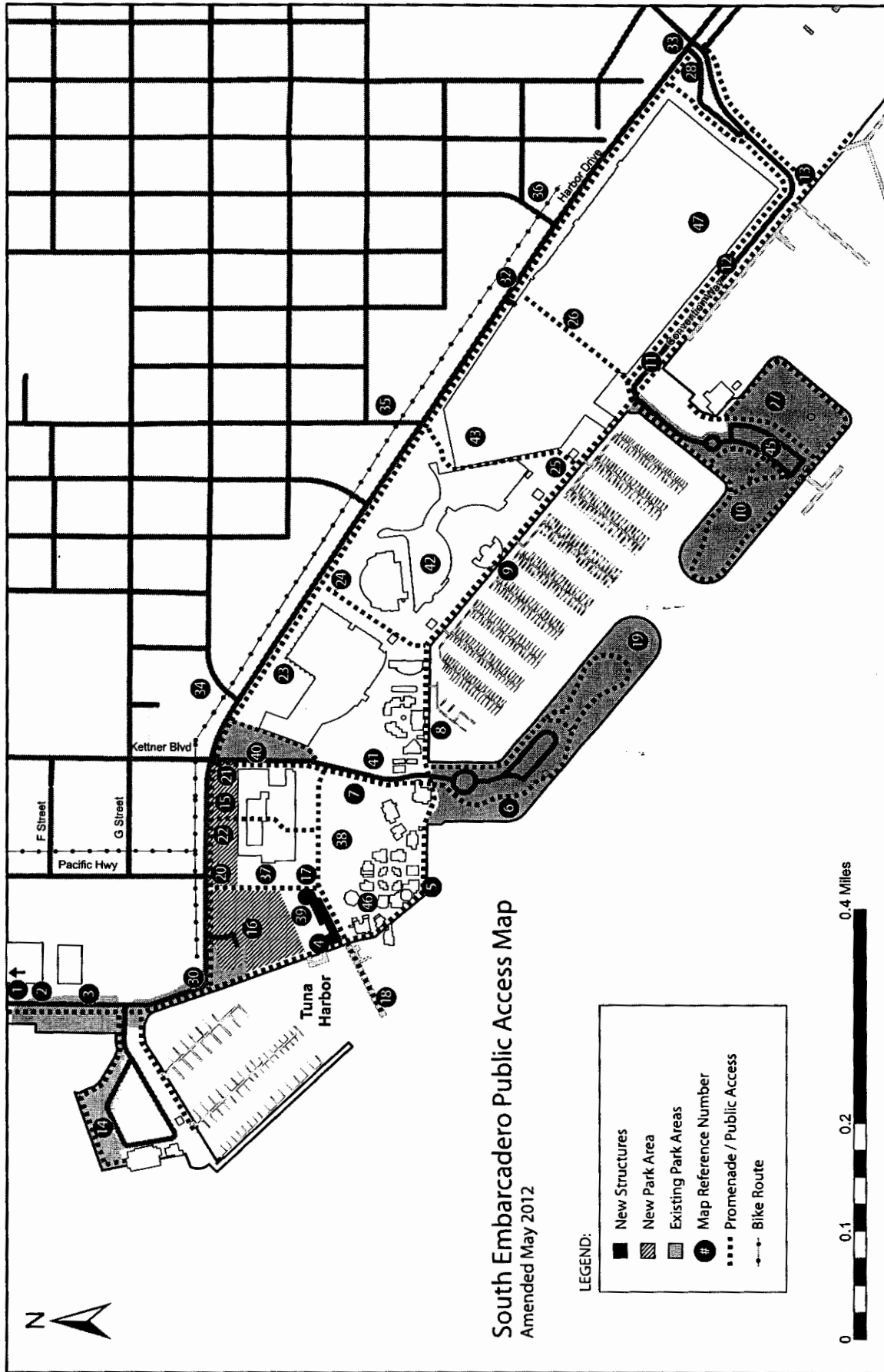


**South Embarcadero Public Access Map**  
 Amended February 2006

**LEGEND:**

- New Structures
- ▨ New Park Area
- ▩ Existing Park Areas
- # Map Reference Number
- ..... Promenade / Public Access
- - - Bike Route





South Embarcadero Public Access Map  
Amended May 2012

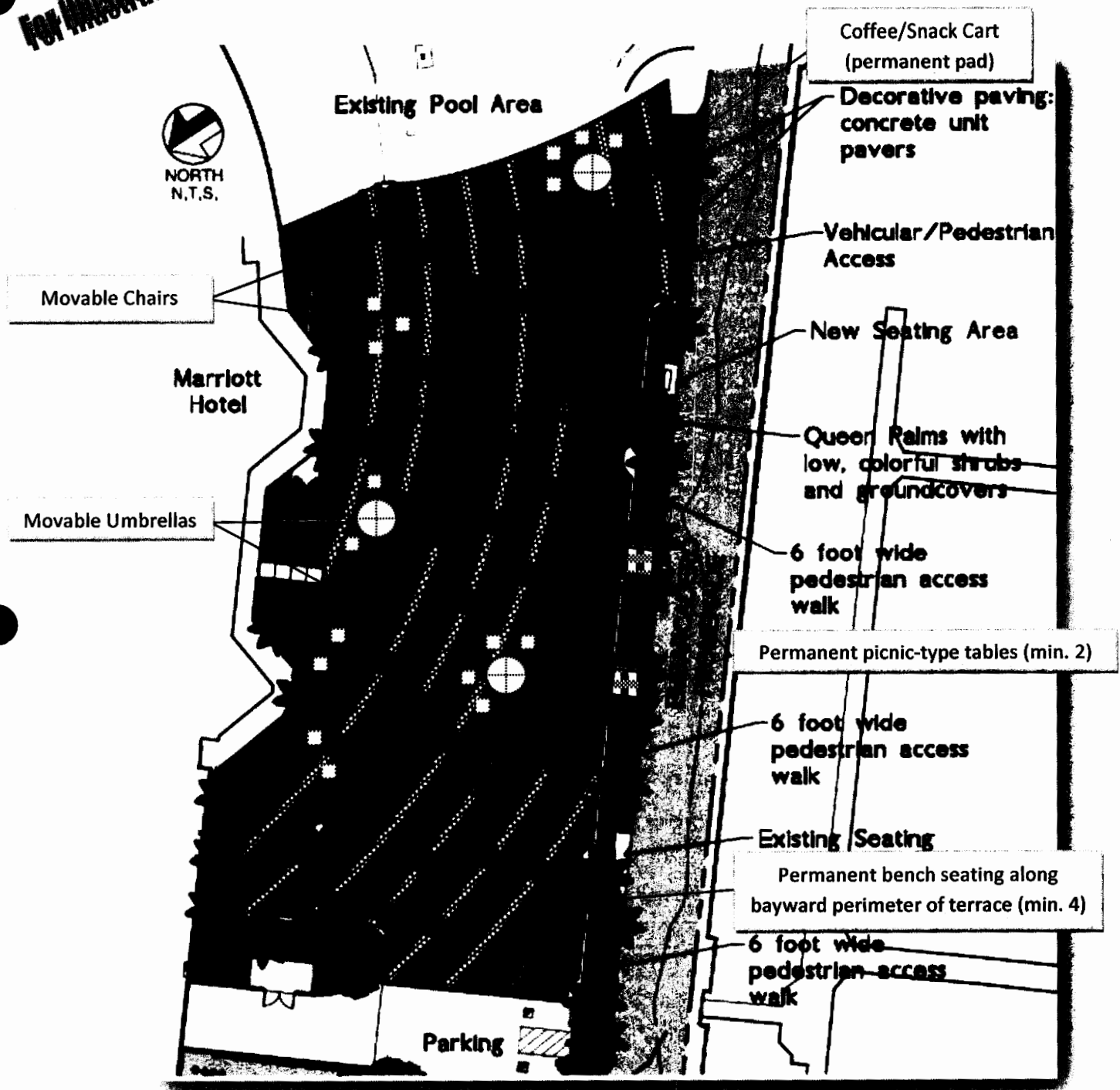
LEGEND:

- New Structures
- New Park Area
- Existing Park Areas
- Map Reference Number
- Promenade / Public Access
- Bike Route



**For Illustrative Purposes Only**

## Marriott Marina Terrace Activation



Movable modular furniture, including chairs and umbrellas, will be placed within the Marina Terrace area on a variable basis (amount and location dependant on day of week and weather conditions). A minimum of two (2) fixed picnic-type tables and four (4) fixed benches will be provided along the bayward perimeter of the terrace on a permanent basis. A pad will be established adjacent to the Embarcadero Promenade for placement of a temporary cart.

# San Diego Convention Center Public Access Program

~~A Supplemental Document to the Convention Center  
Expansion Port Master Plan Amendment~~

Prepared by  
the City of San Diego

~~Revised May 2012~~  
(Track changes format included in  
Final EIR in September 2012)

# Convention Center Expansion Public Access Program

TABLE OF CONTENTS		PAGES
<b>Executive Summary .....</b>		<b>3</b>
<b>The Public Access Program Concept .....</b>		<b>5</b>
Corridors, Linkages, and Routes.....		5
Convention Center Accessways .....		6
First Avenue Corridor .....		6
Fifth Avenue Corridor (Skywalk) .....		7
Eighth Avenue Corridor .....		8
Park Boulevard Corridor.....		8
Rooftop Public Space.....		9
Embarcadero Promenade.....		11
Linkage to the City's Linear Park .....		11
Linkage to Public Transit .....		12
Kinds and Intensity of Uses .....		12
Markings and Guides .....		13
Coastal Access Signs .....		13
Guide Displays .....		14
Brochures .....		14
News Media .....		14
Reservation of Public Service Capacities for Recreational Purposes.....		14
Implementation Schedule .....		15
<b>Compliance with Coastal Act Policies .....</b>		<b>16</b>
 <b>FIGURES</b>		
	<b>Title</b>	<b>After Page</b>
1	Illustration of Concept: Public Access Program.....	5
2	Accessways at the San Diego Convention Center.....	6

# Convention Center Expansion Public Access Program

TABLE OF CONTENTS	PAGES
<b>Executive Summary .....</b>	<b>1</b>
<b>The Public Access Program Concept .....</b>	<b>2</b>
Corridors and Linkages.....	2
The Nearest Public Roads .....	2
The Embarcadero Promenade .....	2
Convention Center Accessways .....	2
First Avenue Corridor .....	5
Fifth Avenue Corridor (Skywalk) .....	6
Eighth Avenue Corridor .....	6
Linkage to the City's Linear Park .....	11
Linkage to Public Transit .....	11
Kinds and Intensity of Uses .....	11
Markings and Guides .....	12
Coastal Access Signs .....	13
Guide Displays .....	13
Brochures .....	13
News Media .....	13
Reservation of Public Service Capacities	
for Recreational Purposes.....	13
Implementation Schedule .....	16
<b>Port Master Plan Amendment .....</b>	<b>17</b>
<b>Compliance with Coastal Act Policies .....</b>	<b>18</b>

## TABLE OF FIGURES

Number	Title	
1	Illustration of Concept: Public Access Program.....	3
2	Accessways at the San Diego Convention Center.....	4
3	Bridge Looking to Bay, Midspan.....	7
4	Bridge View to Bay.....	8
5	From Terraces, View to Bay, Point Loma, Coronado, and Embarcadero Marina Park...	9
6	Coronado and Bridge from Upper Terrace.....	10
7	Proposed Sign Locations.....	14
8	Sample Brochure.....	15
9	Planning District 3 Precise Plan.....	19

November 199

# **Executive Summary**

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## **Executive Summary**

This San Diego Convention Center Public Access Program is a supplemental document to the Port Master Plan and is proposed to be amended for the Phase III Expansion to the San Diego Convention Center, as described in the Port Master Plan Amendment for the San Diego Convention Center Phase III Expansion and Expansion Hotel. This document supersedes the November 1995 Public Access Program for the San Diego Convention Center Expansion. This Program identifies the existing and proposed geographic areas proposed for accommodating maximum and direct public physical access to the shoreline in the vicinity of the expanded Convention Center. This Public Access Program is a segment of a larger, comprehensive system of public access for District lands on San Diego Bay. The access corridors and routes established in ~~the~~ this Program include the reservation of public service capacity for the kinds and intensity of uses for all the public, consistent with public safety needs, guidelines of the current version, Americans with Disabilities Act, the protection of public rights and the rights of private property owners. Access provisions have been coordinated with the carrying capacity of coastal resources and public improvements to avoid overuse and overcrowding.

The foundation of the Public Access Program in the Convention Center area begins with the identification of the nearest public roads to the shoreline, consisting of Kettner Boulevard, First Avenue, Fifth Avenue and Park Boulevard extended to the shoreline, and Eighth Avenue extended. These ~~two~~ streets provide vehicular and/or pedestrian access to the shoreline on the bayside of the Convention Center. Three pedestrian accessways exist connecting these routes to the shoreline, are located at either end of the proposed Convention Center building as well as a special elevated skywalk and extended terrace that will provide scenic vantage points for viewing the coastline and maritime activities on San Diego Bay. One lies immediately on the western edge of the Center, one traverses the top of the Center via a stairway and an automated funicular at Fifth Avenue, and another, which exists at the eastern edge of the Center aligns with the new pedestrian bridge crossing over Park Boulevard to the shoreline. This easterly approach lies entirely within a protected view corridor that follows Park Boulevard to the shoreline, and, notably, the easterly extension of the Convention Center itself has been held well back from the western edge of this view corridor to provide a wide view of the bay from the elevated pedestrian bridge over Park Boulevard.

The use of these accessways will be promoted and enhanced by the conspicuous posting of coastal (Bay) access signs as well as informational and locational signs; placement of seats, benches, trash receptacles, and other pedestrian access amenities; and the



distribution of visitor brochures and media information services. The City of San Diego and the operating entity of the Convention Center will retain primary responsibility for the maintenance and liability of the access ways, except as otherwise indicated.

# THE PUBLIC ACCESS PROGRAM CONCEPT

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## THE PUBLIC ACCESS PROGRAM CONCEPT

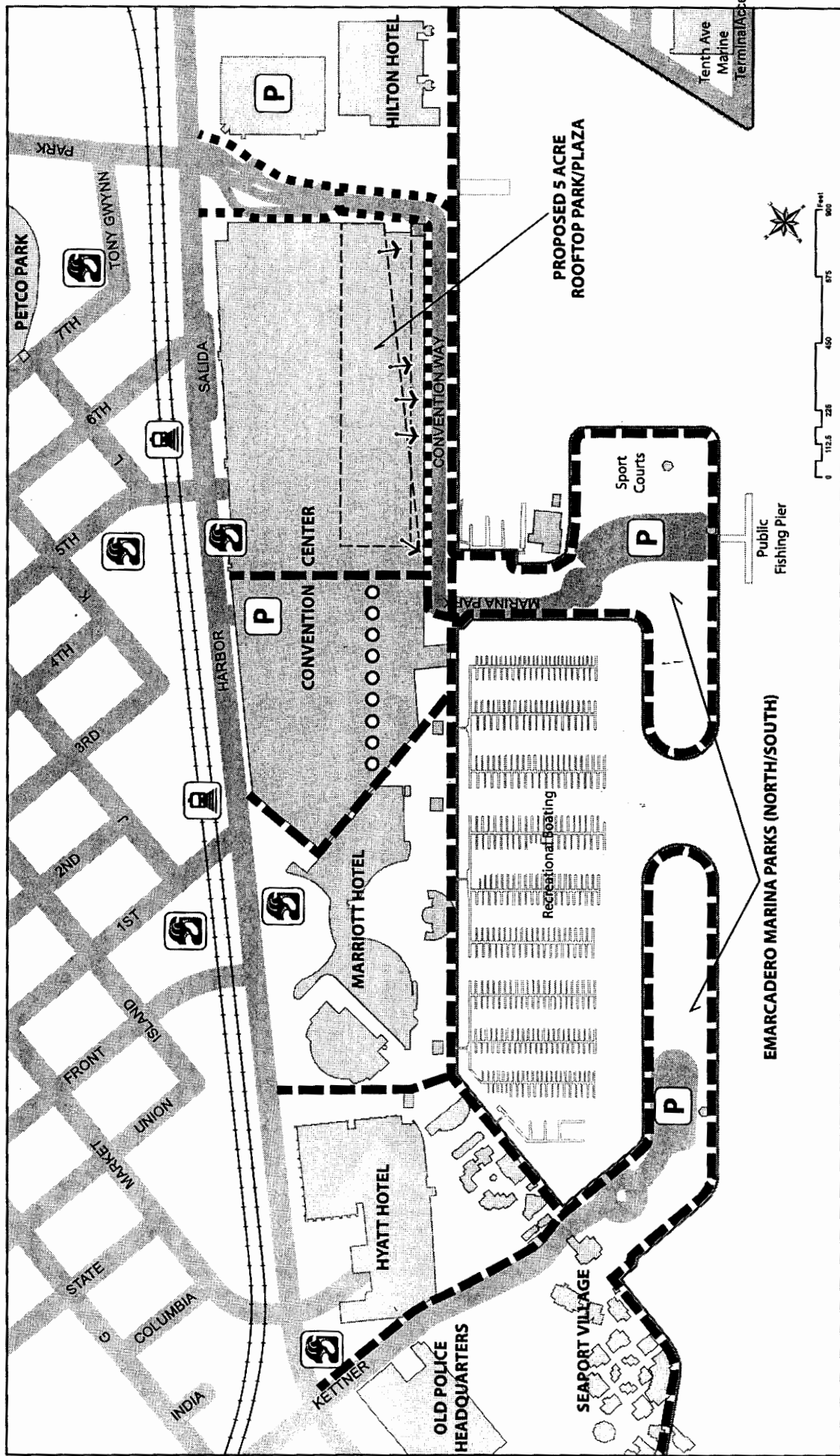
### *CORRIDORS AND LINKAGES*

#### *Corridors, Linkages, and Routes*

The expanded Convention Center pays particular attention to creating a dramatic expansion of public access to the Bay itself – both physically and through the development of approximately five acres of easily accessible, permanent public space on the roof of the expanded Center. This expansion will offer the public an amount of public space on the Bay that is unprecedented in downtown San Diego, and will offer the public views of the Bay, Coronado, North Island and the maritime activity which are not available anywhere except from private residences, hotels and clubs.

The nearest public roads in the vicinity of the Convention Center and the shoreline are the nearest public roads to the shoreline are Harbor Drive, Kettner Boulevard, Fifth Avenue and Park Boulevard, and Eighth Avenue extended (Convention Way). Both Kettner Boulevard and Convention Way Each provides vehicular and pedestrian access to nearly to the shoreline, with ample pedestrian ways extending beyond the vehicular domain to the shoreline itself, and the public shoreline parks, which comprise roughly totaling 22 acres 27 acres (including 22 acres of existing parks plus 5 acres of rooftop public space on the expanded Convention Center), on the bayside of the Convention Center. Figure 1 graphically illustrates the comprehensive public access system embodied in the Program.

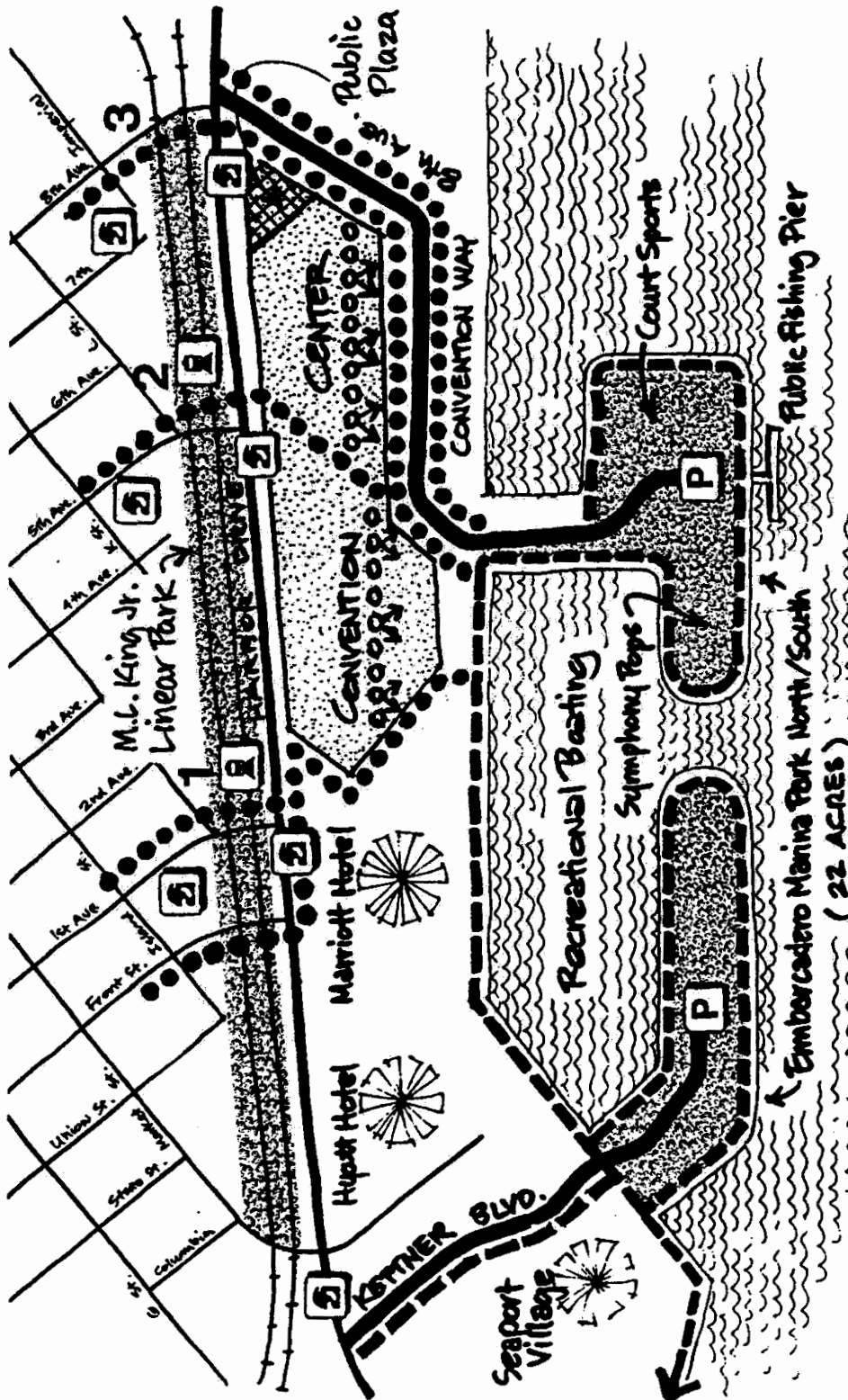
The Embarcadero Promenade has been expanded to connect from Kettner Boulevard at Seaport Village to the Hilton Hotel at Park Boulevard with a 35-foot wide promenade for pedestrians and bicycles on the bayside of the Convention Center expansion. and Convention Way, the two public streets, are linked, for public access purposes, by a 14 foot wide pedestrian and bicycle access easement developed and used by the public as a shoreline promenade. This promenade maintains its shoreside location for six miles from the Convention Center to Spanish Landing Park. Ultimately, the promenade terminates along the shoreline of Shelter Island. The entire This route ultimately extends north to Shelter Island and is designed and lighted for evening use and is compliant accessible under with the provisions of the Americans with Disabilities Act. It is lighted for evening use.



**Accessways at the San Diego Convention Center**

FIGURE 1

- ○ ○ Existing Observation Terrace
- ↘ Proposed Vista Areas
- P Parking
- Trolley Stop
- Coastal Access Route Signage
- Existing Public Access
- - - Proposed Public Access



# LEGEND

- ..... Proposed Pedestrian Access Routes
- ..... Observational Terrace (CONVENTION CENTER)
- Public Streets
- Existing Bay Side Pedestrian/Bike Path
- [Square with dot] Coastal Access Route Signage
- [Square with dot] Trolley Stop
- [Square with P] Parking

FIGURE 1  
Illustration of Concept:  
PUBLIC ACCESS PROGRAM

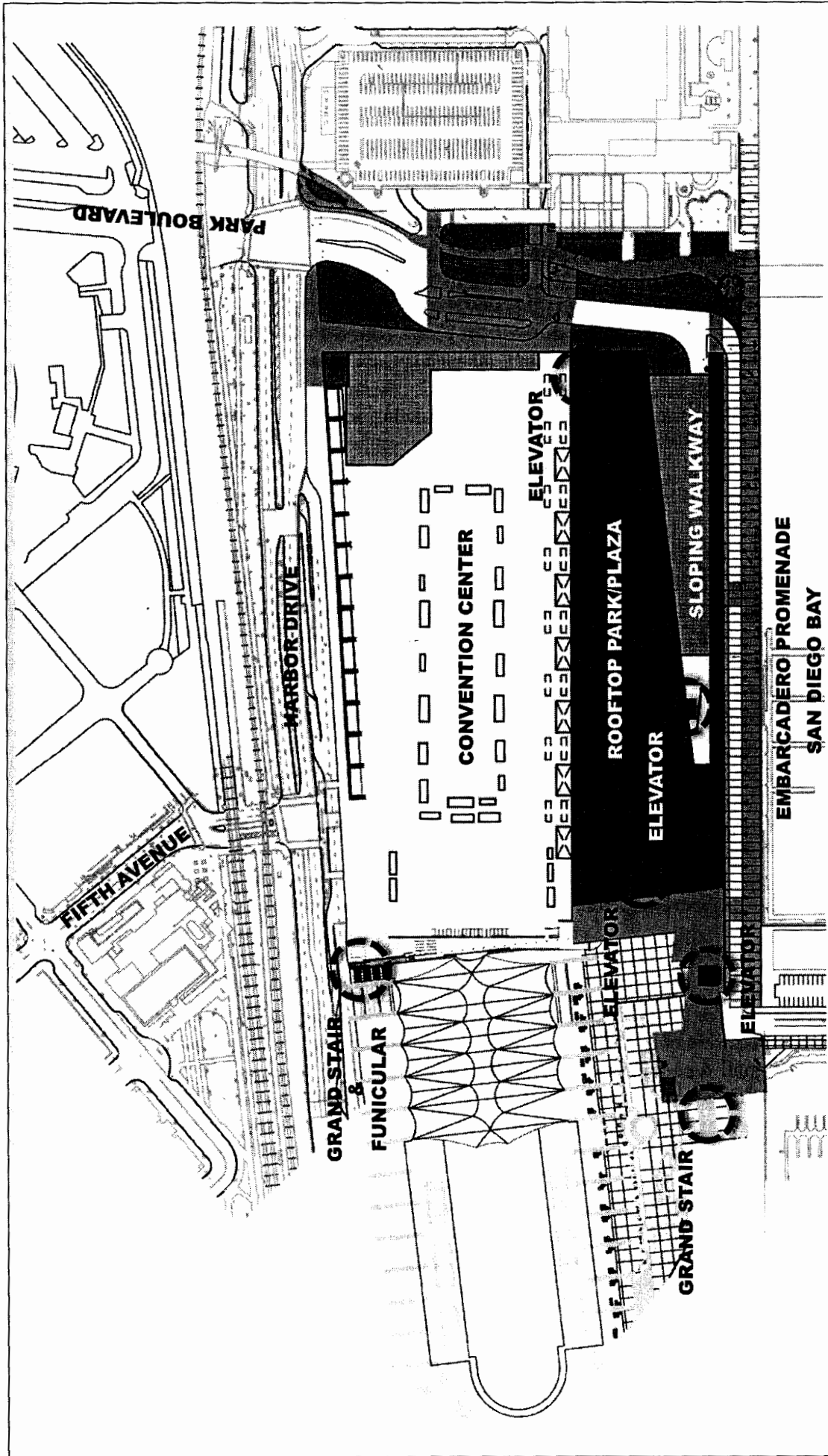
#### Convention Center Accessways Access Ways

~~The~~This Access Program provides three public pedestrian routes over and around the Convention Center, plus a total of four elevator access points to provide access to the new rooftop public space above the expanded Convention Center. ~~Three~~Two of these routes exist, on the west end of the center, over the top of the center at 5<sup>th</sup> Avenue via the existing funicular and stair, and across the new Harbor Drive pedestrian bridge at Park Boulevard. ~~the third will be constructed as part of the Convention Center expansion.~~ The circulation options around and through the convention center building are illustrated on The access ways are shown in Figure 2. These ~~vertical access ways~~ connect the Embarcadero shoreline promenade with existing sidewalks along Harbor Drive and Downtown San Diego. The three public access ~~ways routes~~ connect to all three of the improved public street crossings of the railroad tracks that are closest to the Convention Center at First Avenue, Fifth Avenue and Park Boulevard ~~Eighth Avenue.~~

The pedestrian crossings across ~~over~~ Harbor Drive at First and Fifth and Eighth Avenues are supplemented by the new pedestrian bridge over Harbor Drive at Park Boulevard, and together these routes provide direct access to the four elevator access points to the top of the Center and the Rooftop Public Space. ~~currently are the primary means of access to the three vertical access routes.~~ All street crossings (except Park Boulevard) are at existing grade level and are signalized to enable them to be activated by in-road vehicle sensors or by pedestrian push buttons. ~~Under the proposed Program~~ The existing Harbor Drive is also somewhat ~~will be partially~~ depressed to provide access to parking below the Convention Center. ~~permit vehicular entrance directly into the existing Convention Center underground parking structure from Harbor Drive.~~ With a safer and more direct path, The total of these pedestrian access improvements plus the new Rooftop Public Space are expected to attract ~~it is expected that~~ an increasing proportion of access to the shoreline by cyclists and pedestrians. ~~number of people will elect to walk to the Convention Center and the Bay from the Gaslamp Quarter and Downtown.~~

#### First Avenue Corridor

The First Avenue Corridor begins at the south end, or foot of First Avenue. Pedestrians can cross to the south side of Harbor Drive by utilizing a vehicle or pedestrian-actuated activated traffic signal. A pedestrian access easement extends east along Harbor Drive. ~~250 feet southeast to a point just west of the Convention Center.~~ This section of the route is an 8 foot wide concrete sidewalk on the south side of Harbor Drive. At the Convention Center, the route turns right (west) and follows a sidewalk ~~a 13 foot wide easement~~ along the side of the Convention Center. It then continues along a ~~for~~ approximately 200 feet. ~~It then descends eight steps and continues along a 12' wide path to the Marriott Hotel building, where it turns left (south) and continues along a 13' wide easement,~~ path following along the side of the Convention Center. The ~~5' wide~~



**Illustration of Concept:  
PUBLIC ACCESS PROGRAM**

**FIGURE  
2**



Rooftop Vertical Access



Sloping Walkway Rising from East to West



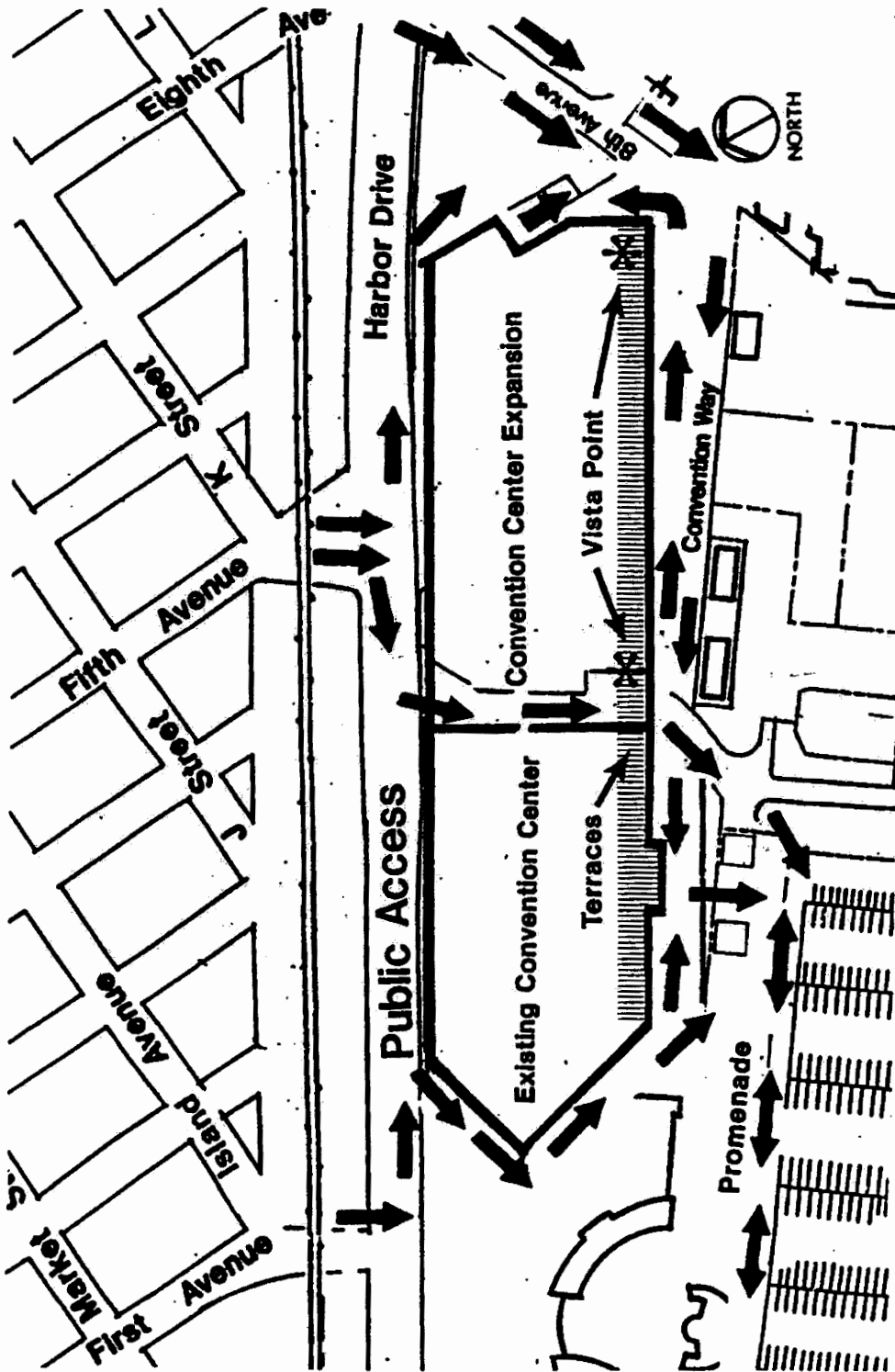


Figure 2

## Accessways at the San Diego Convention Center

concrete path through this section meanders through well-maintained landscaping consisting of palms, ferns, trees, and shrubs. ~~It continues through the Marriott Hotel's parking lot on a 10' wide easement, where the pedestrian has a choice of walking across the parking lot to a small 4' wide sidewalk with no curb cut, or walking slightly right (west) to the handicapped parking access aisle and proceeding along a 10' wide-~~ The path then proceeds to the Embarcadero Promenade. This route is in compliance with the Americans with Disabilities Act.

~~The route is accessible to wheelchairs except for the eight steps mentioned above. An alternate route for wheelchairs has been provided across the vehicular entrance into the Convention Center's parking garage, however this is not on the designated route. The Program objective is to provide an accessible ramp at the steps to make the route completely accessible, as required in the Americans with Disabilities Act (ADA). Wheelchair ramps (curb cuts) are provided at all curb crossings.~~

The Program ~~contemplates furnishing~~ has provided appropriate public (Bay) access signs at both ends of the route; at Park Boulevard (former Eighth Avenue), Imperial Avenue, and Harbor Drive; and at every change of direction when guidance is needed.

The route is open to the sky along its entire length, except for three sections where a portion of the Marriott Hotel is cantilevered over approximately half the width of the walk. These sections still provide 8' foot high clearance along the walkway. The route is lighted with ambient light provided by nearby buildings and parking lots, and by light fixtures attached to the Convention Center and Marriott Hotel. ~~Since most of the route is on the Convention Center property, the center maintains that section. The Marriott Hotel maintains the remainder of the route. It is estimated that this public access route segment is about 900 feet long from Harbor Drive to the Embarcadero Promenade. It is the objective of this Program to make it better known and utilized.~~

#### *Fifth Avenue Corridor (Skywalk)*

The Fifth Avenue Access Corridor begins at the south end (foot) of Fifth Avenue. Pedestrians cross to the south side of Harbor Drive by utilizing the vehicle or pedestrian-actuated activated traffic signal.

The existing Convention Center includes ~~expansion plan envisions~~ a pedestrian way with a minimum width of 20 foot width feet ascending the building by means of stairs and a funicular and elevators to a viewing terrace. ~~which will be equipped with seats, telescopes, interpretive signs and other attractive features. The subject matter of the terrace signage on the expanded, as well as existing, Center will contain information on landmarks, maritime activities, Bay history and Bay coastal ecology. The Stairs and an elevators will accommodate a direct descent to the Embarcadero Promenade. The total~~

elevation gain ~~is roughly will be about~~ 57 feet. The total length of the route is ~~between estimated to be approximately 400 to and 500 feet depending on the route selected by the individual.~~ Illustrations of the Bay Access Skywalk Corridor, prepared by the Convention Center Design-Build Architectural team, are presented in Figures 3, 4, 5, and 6.

This access way ~~was provided is designed~~ to allow the public to cross over the expanded Convention Center and to provide access to the scenic vista points offered by the Center's bayside terraces without creating conflicts with Convention Center meeting and other functions. It ~~is will~~ still be possible, however, for conventioners ~~to entering the building~~ Convention Center from Harbor Drive ~~to also be able to walk through the building to the southwest side and~~ access the Embarcadero Promenade down the Center's bayside stairs. Coastal access signs ~~have been will be~~ installed where appropriate along ~~this~~ route. The ~~funicular, stairs, and terraces and route are will be~~ maintained by the Convention Center operator.

#### *Eighth Avenue Corridor*

The ~~existing~~ Eighth Avenue Corridor ~~that previously provided pedestrian access across Harbor Drive to the Convention Center has been replaced due to the development of the major league baseball stadium, Petco Park. The newly constructed pedestrian bridge over Harbor Drive at Park Boulevard replaces this access route to the shoreline. begins at the south end (foot) of Eighth Avenue, utilizing a vehicle or pedestrian activated traffic signal. Pedestrians will be able to cross to the southwest side of Harbor Drive and access the urban plaza located at the southern end of the expanded Convention Center and proceed to sidewalks along both sides of Eighth Avenue. A 5-foot wide concrete sidewalk presently continues west along Eighth Avenue to Convention Way, where it turns right (northwest). The sidewalk continues along the northeast side of Convention Way until it reaches the Convention Center. The path crosses the service entrance into the Convention Center and continues on the street for about 30 feet until it enters the pocket park at the south corner of the Convention Center. A paved section of the park leads to the Embarcadero Promenade.~~

~~The entire route will be accessible under the Americans with Disabilities Act. The estimated length is 1500 feet. Under the Program, coastal access signs will be installed. Lighting is provided by street lights and ambient. New lights will be installed with the Convention Center expansion project. This route will be maintained by the Port District.~~

#### *Park Boulevard Corridor*

~~The Park Boulevard Corridor has recently been completed with an above-grade signature pedestrian bridge that crosses over Harbor Drive. This important linkage leads pedestrians directly down a stairway to Park Boulevard and Convention Way south of~~

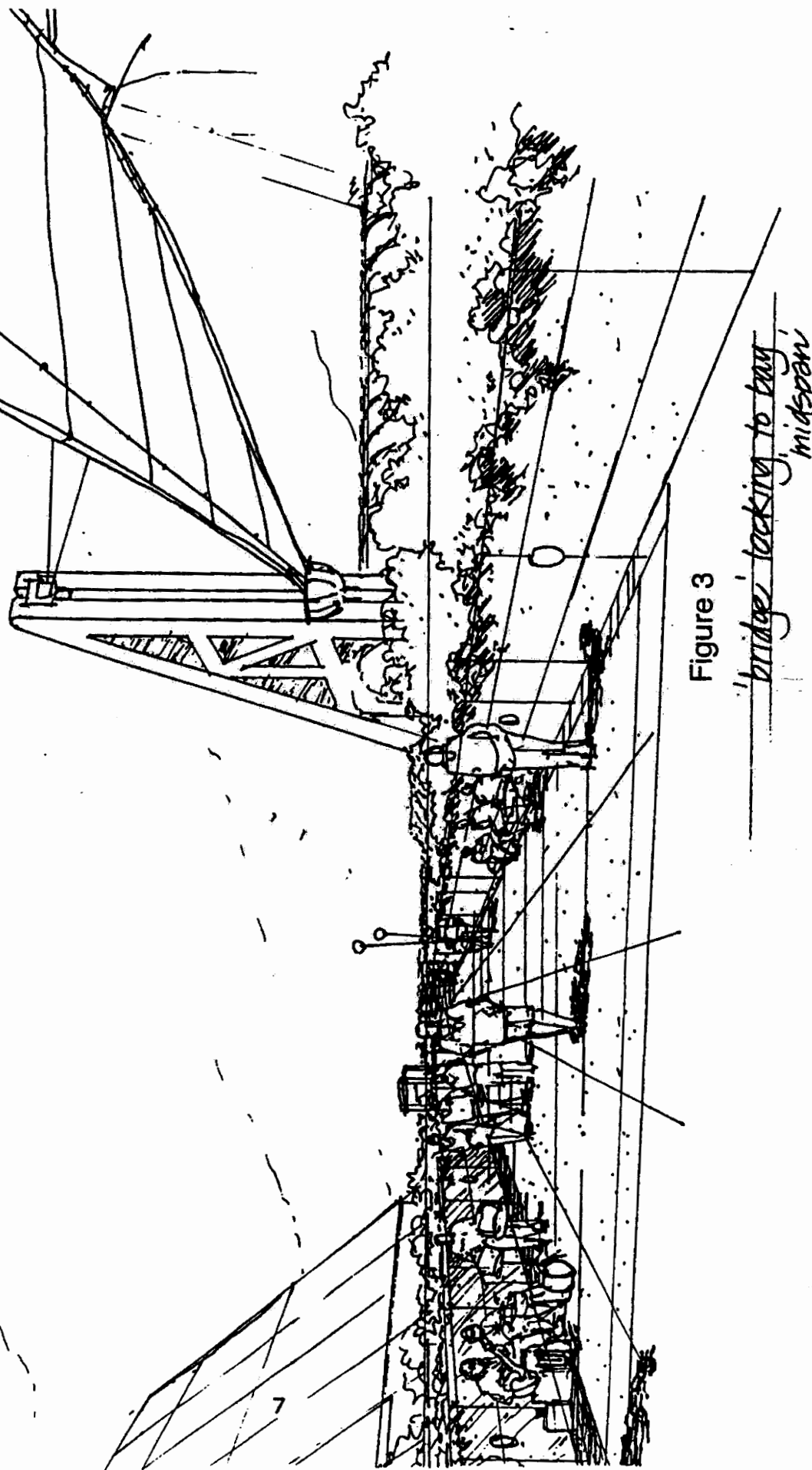


Figure 3

bridge looking to bay  
midspan

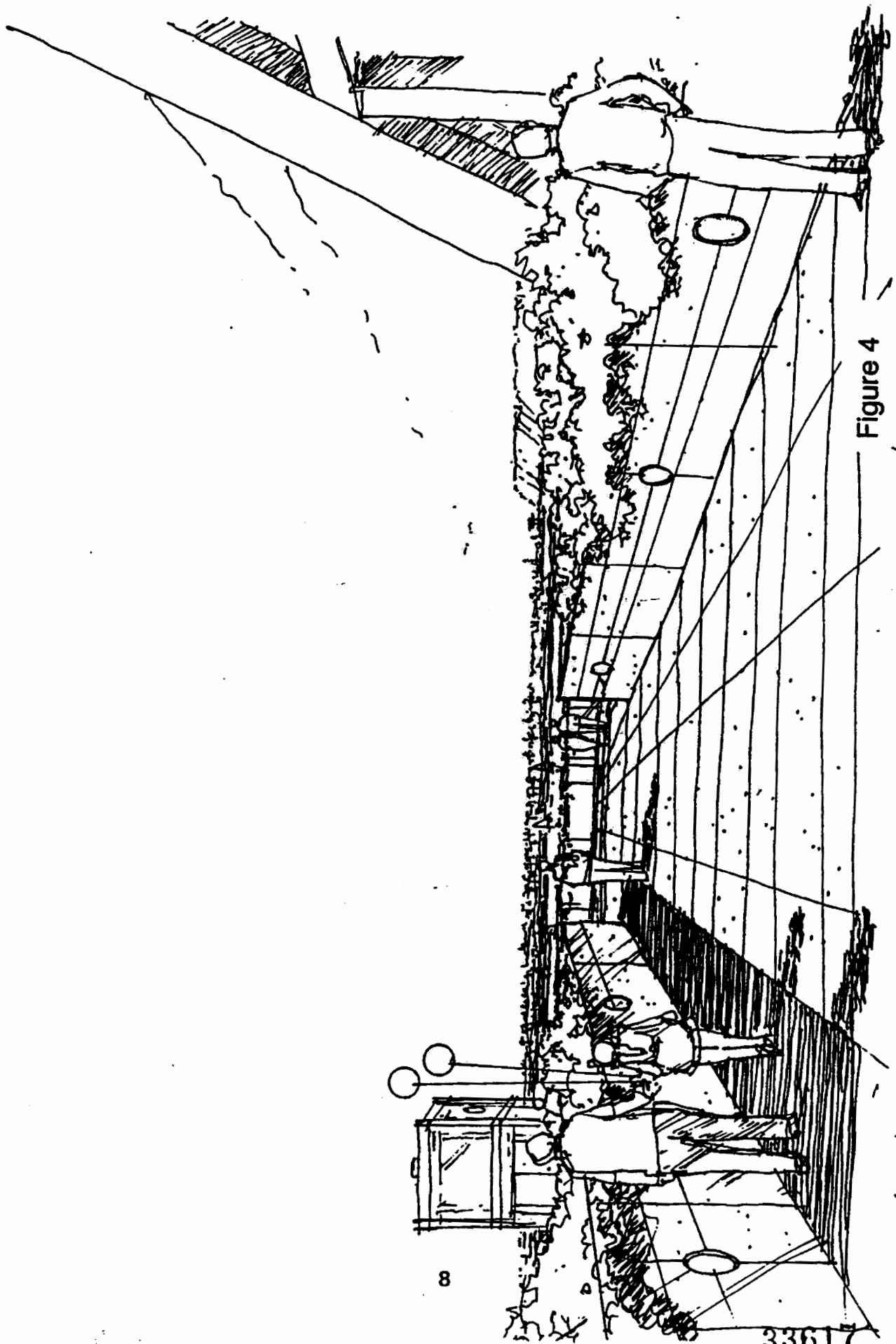


Figure 4

20' Wide Accessway of Bayside of Center Expansion - 'bridge' view to bay

8

33617

402

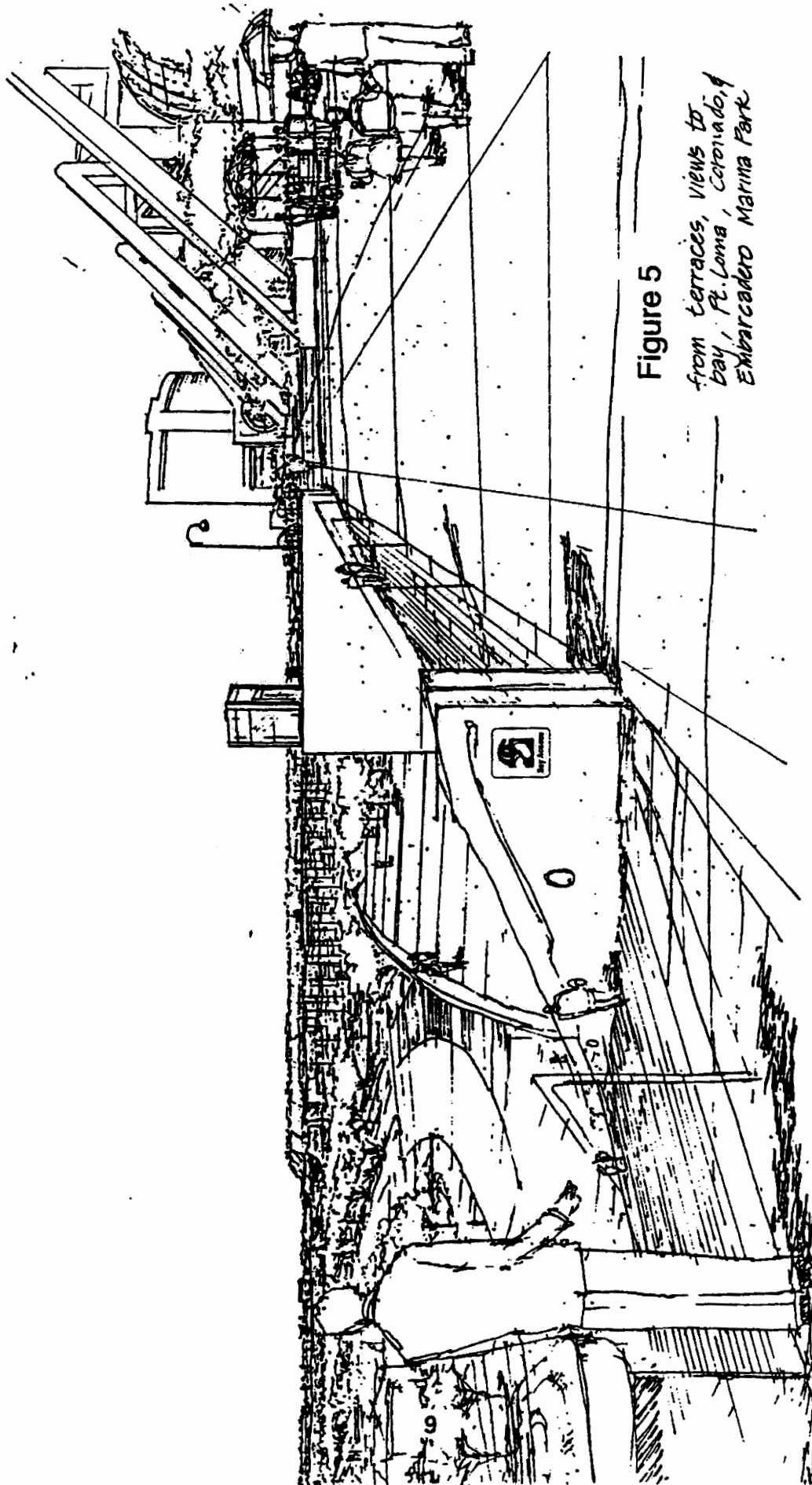


Figure 5

from terraces, views to  
bay, Pt. Loma, Coronado, &  
Embarcadero Marina Park



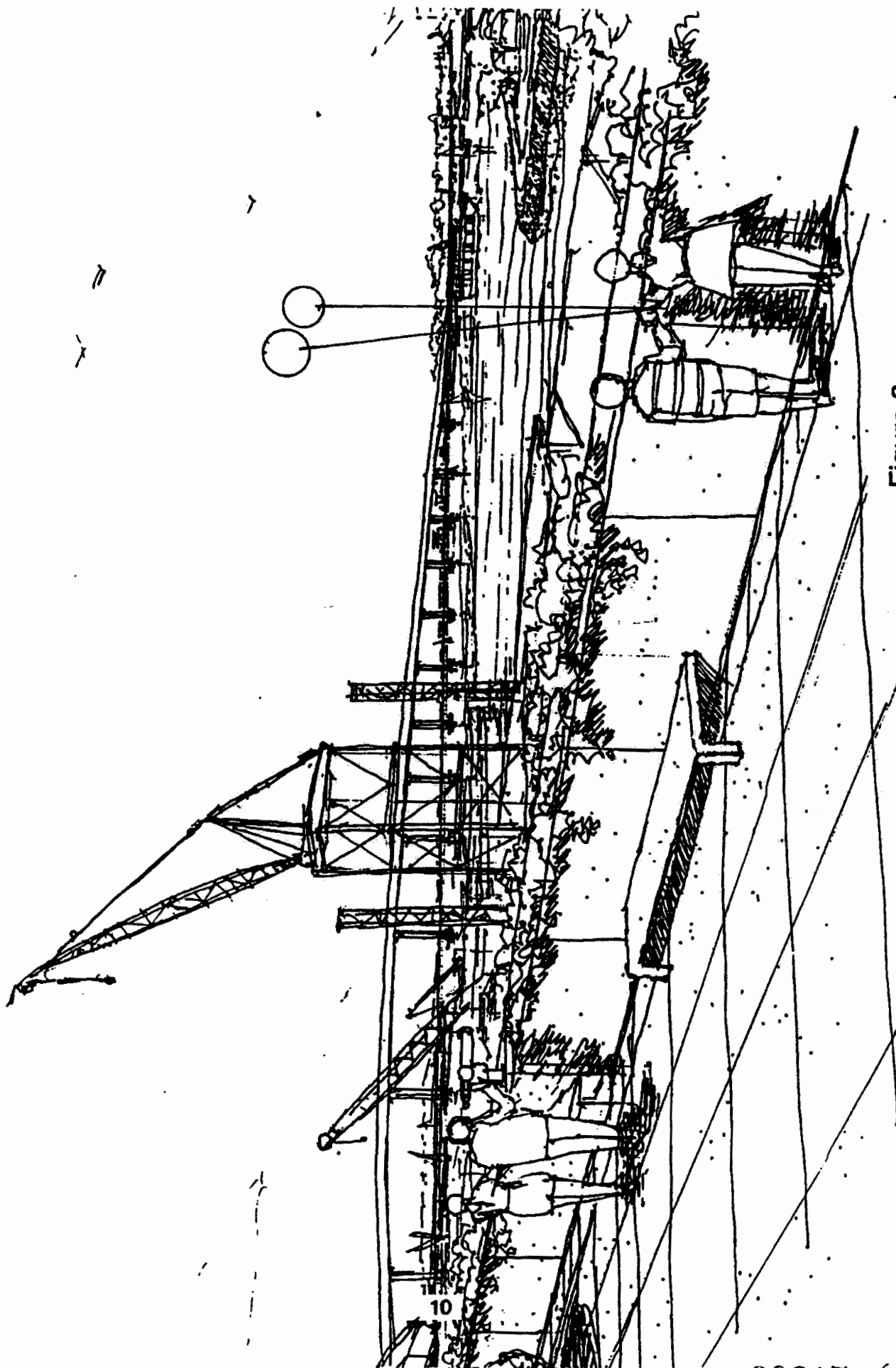


Figure 6

coronado bridge

Harbor Drive. Access is also available to wheelchairs via the elevator within the parking garage directly from the southerly end of the bridge. This linkage is an important step in establishing a long-discussed "Bay to Park" link connecting San Diego Bay to Balboa Park.

The pedestrian route south to the Embarcadero is via a generous concrete sidewalk that connects directly to the new constructed, 35 foot wide concrete Embarcadero Promenade at the Hilton Hotel and adjacent park area. This access way will remain under this Program.

This program will add additional access ways to link Park Boulevard to a new, east-facing entry to the Convention Center. Pedestrians will be able to travel from the Park Boulevard route to the Hilton Hotel across the Convention Way via at-grade crossings that are controlled by vehicle or pedestrian activated signals. This existing route is confusing and challenging for pedestrians due to a very wide cross section of Convention Way and a lack of traffic controls. A new intersection will be established that will link a vehicle drop off area in front of the east face of the Convention Center to Convention Way, creating a more clear and comfortable pedestrian access to the west side of Convention Way.

On the west side of Park Boulevard there will be a concrete sidewalk leading along the east face of the Convention Center from Harbor Drive to a new public lobby at the Convention Center. This public lobby will provide access to the Rooftop Public Space in a pair of elevators that will have only two stops – ground level and rooftop level. This lobby will be glass-enclosed, well-lighted, and visible from Park Boulevard to maximize a welcoming appearance to the public. This lobby will not be connected to the Convention Center east doors, to allow the operation of the public elevators and lobby to be managed independently from management of the Convention Center east entry. These facilities will be maintained by the Convention Center.

#### Rooftop Public Space

This program will provide approximately 5 acres of accessible public space on the rooftop of the expanded Convention Center. This space will be designed as a "green roof" as well as a place for events, daily relaxation, special performances, and gatherings of several scales. In most ways it will act as an urban park, however it will be managed and maintained by the Convention Center.

The Rooftop Public Space will be accessible in several ways, and has been designed to encourage strolling and movement between the many access points. This movement is key to the enjoyment and daily activation of the space, providing comfort, interest and personal security by virtue of the presence of people. On the eastern end of the space

the public elevators that lead directly up from the Park Boulevard public lobby will open directly onto the rooftop and an overlook of the Bay. This view will provide an experience to the public that is not available today from other public locations. Sweeping views of the 10<sup>th</sup> Street Marine Terminal, across the Bay to Coronado, and up toward North Island will all be available.

The rooftop public space will include spaces of open lawn, for gathering or play; garden areas of a mix of perennial flowering plants and shrubs, groves of small trees to make garden "rooms", and a system of pathways that will provide for interest and a choice of routes through the gardens. The intention of the Program is to create a social space that will offer experiences that are not available in Downtown, where park space is sorely lacking. This space will be open to the public and managed for public access during hours similar to that of public parks.

The Rooftop Public Space will be accessible by three additional elevator access points in addition to the existing funicular and Skywalk from Harbor Drive: a new elevator access point and stair on the south end of the Skywalk, an elevator access point that will rise from a public lobby on the Embarcadero Promenade directly to the rooftop approximately in the middle of the park and along the southern edge of the expansion building and an elevator access point that will rise from the Park Boulevard area from a public lobby on the east end of the expansion building.

In addition to these mechanical lifts, which provide full accessibility under the provisions of the Americans with Disabilities Act, direct access from the Embarcadero Promenade will be provided along a sloping walkway that meets the Embarcadero Promenade at the southeast corner of the expanded Convention Center. This walkway will be a minimum of 20 feet wide and will include periodic planted areas, resting and viewing areas. It will be sloped at a maximum of 1 foot rise for every 20 feet of travel, a slope which qualifies as an accessible route under the Americans with Disabilities Act. This walk will travel to the southwest corner of the Convention Center expansion, meeting the southwest corner of the new Rooftop Public Space. Together, the numerous elevators and walks that reach the rooftop will be interconnected with walkways within the Rooftop Public Space that will facilitate multiple routes through the rooftop lawns and gardens.

The Rooftop Public Space will be designed to include a performance area on its western end, near the location of the existing skywalk. A new freight elevator will be provided to bring equipment, supplies and people from the Convention Center loading dock level and interior areas directly to the rooftop. This will enable setup and breakdown for performances and special events of several scales with minimum disruption to the

usability of the public space. Management and programming of this space will be by the Convention Center.

The primary purpose of the rooftop park/plaza is to provide passive public recreational opportunities; however, on occasion, portions or all of the 5-acre rooftop park/plaza may be utilized for organized events. At these times, only portions of the area would need to be secured or cordoned off for ticketed admittance. Such events could include large concerts associated with corporate incentive type groups consisting of up to 4,000 individuals. Other events could include receptions with light music; outdoor catered banquets of various sizes; chef's table tastings; and commercial photo, video, or movie shoots.

#### Embarcadero Promenade

The Program will incorporate the recently completed 35-foot wide promenade from the Hilton Hotel to the existing promenade near the entry to South Embarcadero Marina Park. The promenade will be a continuous 35-foot wide concrete public space, with lighting, benches and periodic planted areas to provide comfortable use and access for pedestrians and cyclists.

The Promenade will be located just south of the extended Convention Way, which will run between the Promenade and the Convention Center building as expanded. The roadway will be roughly 25 feet wide with one lane of vehicular traffic in each direction. There will be a sidewalk 10 feet wide on the north edge of the roadway, with lights and periodic plantings. This walkway will be attached to the face of the building which will have occupied space to be leased by the Convention Center to retail or other tenants. This use along the Embarcadero will activate the bayfront, creating a destination and services that will support public use.

#### Linkage to the City's Linear Park

The Convention Center accessways provide a link to the Martin Luther King Jr. Promenade linear park which runs parallel to, and north of, Harbor Drive. The City of San Diego has will be developing developed this park as a system of public greens, parks, water features and plazas from First Avenue to the Ballpark on 7<sup>th</sup> Avenue, a major civic pond and park at the foot of Front and First Avenues, which will attract a large number of diverse people. People who use this park, visitors and residents of the Gaslamp District will be able to use this Program's many access ways and public spaces to enhance their access to the shoreline, Embarcadero Promenade and Rooftop Public Space. Many of these visitors may desire to be near the Bay, and so can use the First Avenue Corridor for that purpose. The City of San Diego, included through the Centre City Development Corporation, has agreed to implement an appropriate bay access

~~signage and information program in the park, as well as in the Gaslamp Quarter and other adjacent major visitor facilities.~~

#### *Linkage to public transit*

Links to public transit also form an important element in encouraging people to use the coastal access routes. The San Diego Trolley runs along railroad tracks just north of Harbor Drive. The Gaslamp/Convention Center trolley station is located at Harbor Drive and Fifth Avenue, directly across from the Convention Center and the ~~proposed Fifth Avenue Corridor~~ funicular and Skywalk coastal (bay) public access route. Public transit buses stop one block away at Fifth Avenue and K Street. Bus patrons can also use the Fifth Avenue crossing of Harbor Drive to reach the coastal access routes.

#### **KINDS AND INTENSITY OF USES**

Once pedestrians gain access to the Embarcadero Promenade through any of the three vertical coastal access routes they have several recreational options. One is to stroll along the promenade, enjoying the views of sailboats in the marina, activities on Embarcadero Marina Park and the Bay in the distance. Another is to walk to the north or south end of the Embarcadero waterfront Promenade and enter either ~~the north or south~~ arms of Marina Park. Here are landscaped picnic areas, basketball courts, a public fishing pier and wide lawn areas. At the north end is Seaport Village, a popular specialty shopping area. The south arm also contains ~~the Chart House~~ a full-service restaurant. Some people may want to use the Promenade to access the Convention Center's elevated terraces, elevated vista points, Rooftop Public Space ~~or the skywalk~~ or to visit the marina or the ~~two hotels and restaurants at either end of the Promenade, along the way to Seaport Village.~~ Appropriate comparable public access amenities will be provided on the terraces of the existing Center.

~~These uses determine the composition and intensity of the pedestrian traffic expected to use the access routes. The Port District surveyed pedestrian traffic along the Embarcadero Promenade on Friday, August 19, 1994, a typical summer weekday. A total of 613 people passed the Convention Center steps during the eight daytime hours surveyed, an average of 77 people per hour. The maximum was 129 per hour. Seventy-three percent were walkers or stroller, 14% were bicyclists and 10% were joggers.~~

Based on the kinds of uses arrayed along the Embarcadero Promenade and in the Rooftop Public Space, it is estimated that coastal access path users would be composed of residents of nearby downtown housing, ~~conventioners~~, patrons, downtown workers, tourists, and employees of the hotels, restaurants, and marina along the walk. Given the scale, views, and intended programming of the Rooftop Public Space it is further

expected that the rooftop will be a destination that attracts users from a wider area than Downtown that will further populate the waterfront with activity.

Existing peak use during the summer is generated by the San Diego Symphony, which attracts from three to five thousand people to each of the approximately sixty-four Summer Pops concerts on Embarcadero Marina Park South. It is expected that Eighth Avenue will continue to be used as the major access corridor for these concerts, as well as by recreational users of Embarcadero Marina Park South.

## MARKINGS AND GUIDES

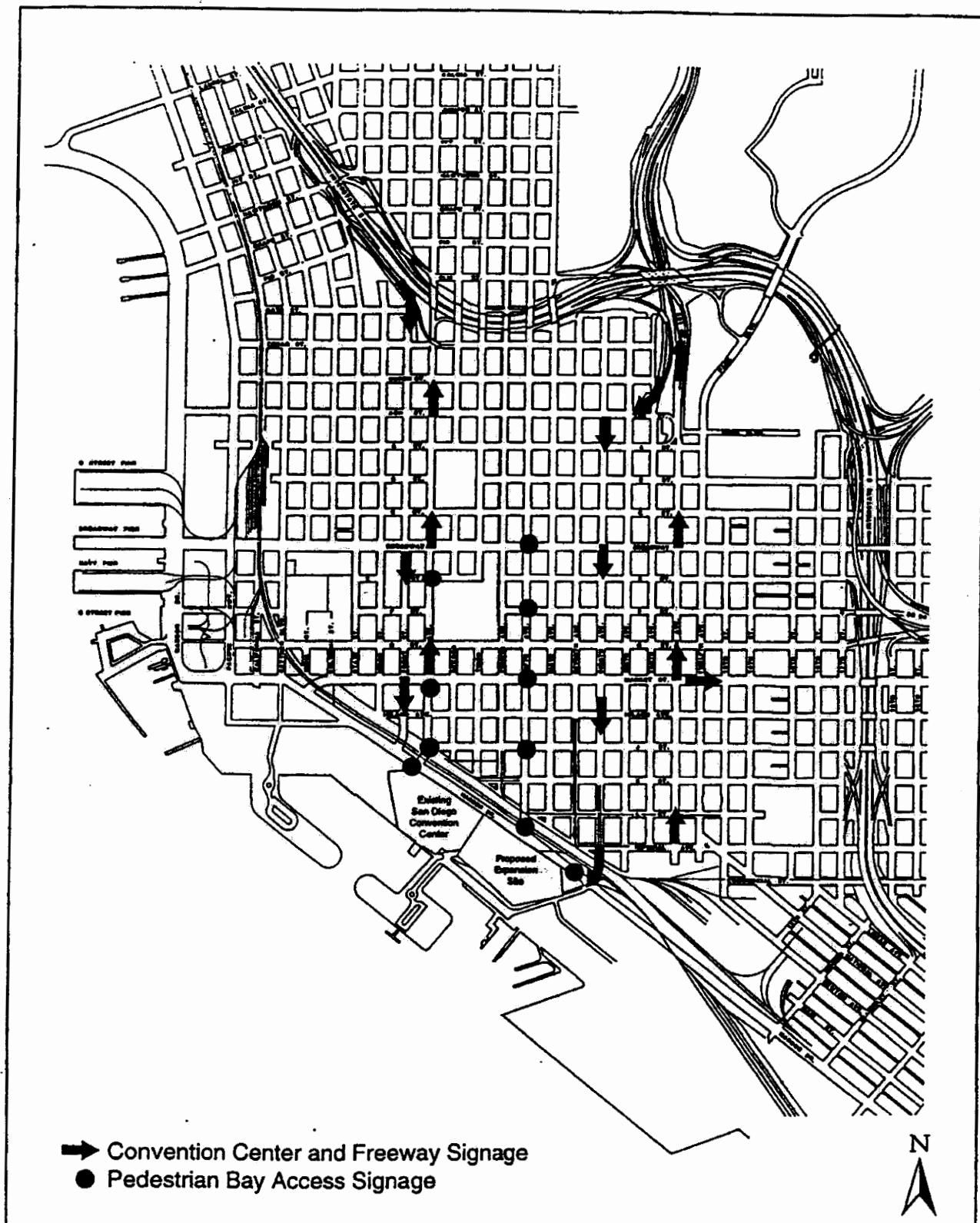
All public access routes, including the existing Convention Center Bayside terraces and the Embarcadero Promenade, have been will be adequately marked with appropriate public access and directional signs and pavement markings. ~~Because of the close proximity of the existing Center and the Marriott Hotel,~~ Special attention will be given to marking coastal access routes and directions with the modifications along Convention Way and the Rooftop Public Space elevators and access walkways. ~~signing and enhancing the First Avenue public accessway to the Bay.~~

~~The Port District's and City of San Diego/Centre City Development Corporation multi-media public access information program, when taken together with significant new public access stairs, skywalk, urban plaza, Harbor Drive crossing and Convention Center bayside terraces, will significantly enhance public awareness and practical accessibility to these major public access resources. The Convention Center Design-Build team will include pavement markings as part of the design treatment in the Convention Center Expansion area, including the skywalk, to guide the public to the Bay. The City is responsible for compatible pavement markings in upland areas.~~

### *Coastal Access Signs*

The Standard "Coastal (Bay) Access" signs will be installed in clear view along the coastal access routes and at changes of direction along these routes; and at the entrance to each of the vertical routes; and at each end of each lateral route. ~~at the entrance to each of the vertical routes and at each end of the lateral route.~~ Signs will be installed at every change in direction, or every 300 feet, whichever is less. Pavement markings will be used to direct pedestrians across open areas, such as the new intersection at Convention Way and the Hilton Hotel. ~~parking lot on the First Avenue Corridor or the skywalk.~~ The San Diego City Manager has also expressed the City's support for and commitment to implementing the Public Access Program inland of Harbor Drive in conjunction with the Centre City Development Corporation. The proposed locations of directional Bay access signs that the City of San Diego is responsible for erecting in the downtown area are illustrated in Figure 7.





# **Signage Location to Convention Center and to Freeway**

SAN DIEGO CONVENTION CENTER EXPANSION DRAFT

**Figure 7**

### *Guide Displays*

The Port District has erected a number of "You Are Here" displays around the Bay, to help visitors identify their location and obtain directions to desired destinations. The coastal access routes will be added to the displays that are in appropriate locations.

### *Brochures*

Brochures that illustrate and describe the public access routes will be produced and distributed to businesses and tourist attractions around the Convention Center. In particular, the Gaslamp Quarter businesses have been, and will continue to be encouraged to display the brochures, since many of the potential users of the accessways are visitors wanting to walk from the Gaslamp area to the Bay. The access ways have will also been added (and will be updated) to other Port maps and guides, where coastal access is featured. ~~A sample brochure concept is attached as Figure 8.~~

### *New Media*

The Port District will continue to utilize a wide variety of media, including but not limited to radio, television, website and ~~the printed media~~ to advise people of the various coastal access routes. Feature articles about the new Convention Center expansion will highlight the enhanced efforts being made to provide public recreation, activity and access to the Bay over and around this structure, and to point out the public views and activities on the Rooftop Public Space, terraces and walkways. ~~from the new and existing access terrace and elevated vista points at the Convention Center expansion~~

## **RESERVATION OF PUBLIC SERVICE CAPACITIES FOR RECREATIONAL PURPOSES**

Coastal Act policies encourage community plans to reserve sufficient capacity within their circulation system, or within other provided public service facilities, to permit the public access to coastal recreation resources. For example, coastal access roads should be adequate to allow for the expected traffic generated by visitors to a public park. In the case of the Convention Center expansion, the capacity of the vertical and lateral access routes are expected to be adequate to allow unrestricted passage by the expected volume of pedestrian traffic. Based on estimated volumes of traffic, sufficient capacity has been designed into the routes to permit continued public access. ~~Further studies will enable the Port District to determine more accurately the actual use of the access routes, and to evaluate whether additional public access improvements may be required in the future.~~



This Way to the Bay.....

1

2

3

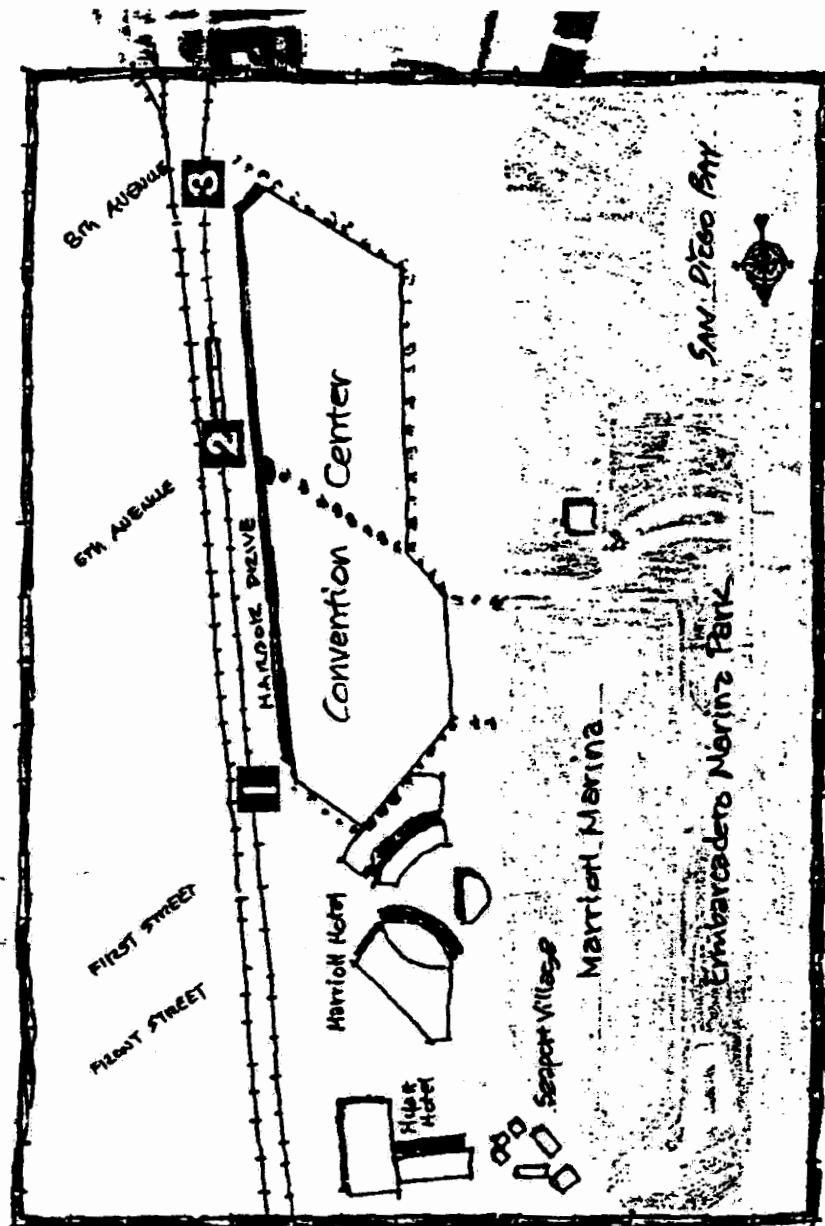


Figure 8

Sample Brochure



## IMPLEMENTATION SCHEDULE

All The existing access ways will remain open to the public throughout the construction period for the expansion of the Convention Center. Existing access ways along First Avenue and Fifth Eighth Avenue Corridors will not be disrupted during the construction. The Rooftop Public Space with its access walkways and elevators will open with the completion of the Convention Center expansion. require additional work to improve them to the plan standards. The stair ramp required to bring the First Avenue Corridor up to ADA standards will be completed in 1996. The signs and pavement markings for these existing routes can be installed within the same time period. It is anticipated that construction of the Convention Center expansion will require some redesign of the Eighth Avenue Corridor to accommodate entrances into the expanded portion of the Convention Center, while providing parallel public walkways on both sides of Eighth Avenue and Convention Way to Embarcadero Marina Park South. The public information portions of the Public Access Program, including the brochures, will be timed to coincide with the completion of the Convention Center expansion project. Public access signage for the new public access areas will be completed at this same time, however, will be improved at Harbor Drive and Eighth Avenue during Fiscal Year 1995-96.

The schedule for the opening of the Public Access Program's major element, the Fifth Avenue Corridor skywalk and Convention Center expansion terraces and urban plaza, will be tied directly to the issuance of the Convention Center occupancy permit (estimated in mid 1998).

## **Port Master Plan Amendment**

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Public access issues are addressed in the following portions of the Convention Center Expansion Port Master Plan Amendment:

"Marina Zone projects will provide the southerly anchor for the Embarcadero development and the six mile long promenade that extends north to Spanish Landing Park along the waterfront. Pedestrian linkages from the upland areas will provide access to this lively activity center for residents and visitors alike" (page 88).

"Pedestrian linkage to the uplands is proposed around and over the convention center. North of the complex, an access walkway currently exists between the Marriott Hotel and the convention center. The center expansion proposal includes another public

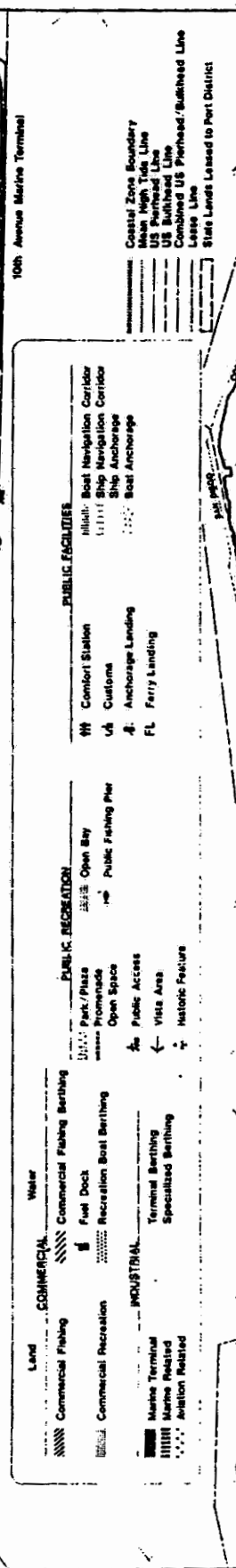
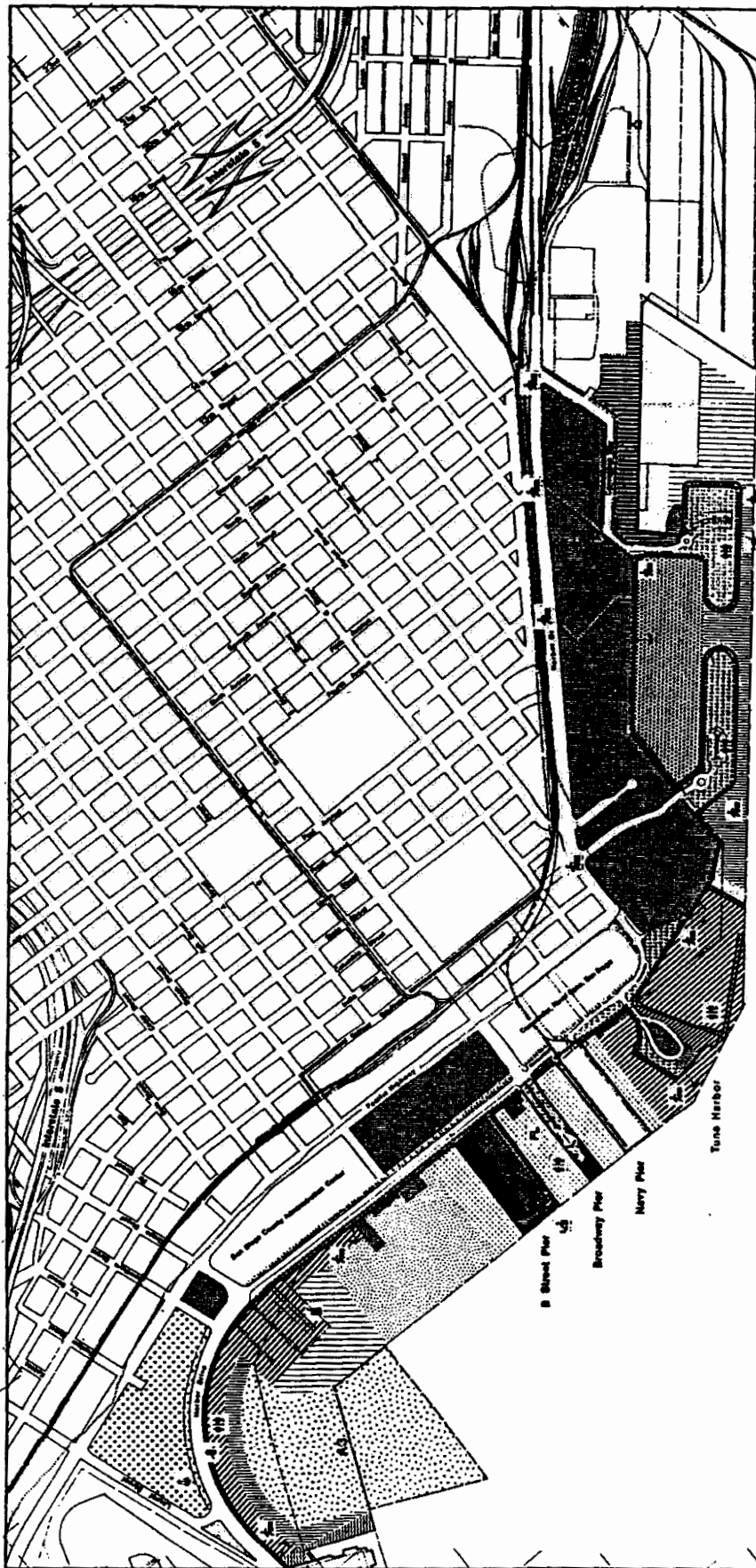
~~access connection with a minimum of 20 feet over the convention center connecting Fifth Avenue with the shoreline walkway. At the intersection of Eighth Avenue and Harbor Drive, the promenade connects with the adjacent Gaslamp Quarter pedestrian and trolley facilities from an extension on the south end of the convention center expansion and along both sides of Eighth Avenue and Convention Way. The District, in conjunction with the City of San Diego, will implement a public access program of signage, pavement markings, amenities and public information to inform and invite the public to the waterfront, as is more specifically shown in the District's "Public Access Program", November, 1995, which is incorporated by reference into the master plan." (page 89)~~

The graphic illustration of planned land use and circulation for District lands in the Centre City and Embarcadero area is shown in Figure 9.

## **Compliance With Coastal Act Policies**

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This Public Access Program supplements the Port Master Plan Amendment for the San Diego Convention Center Phase III Expansion and the Hotel Expansion project, in which it is included by reference. The Amendment is governed by the California Coastal Act, Chapter 8, Ports, which provides that all port-related development, such as the Convention Center Expansion, shall be located, designed, and constructed so as to provide for other beneficial uses consistent with the public trust, including recreational uses, to the extent feasible. (Section 30708(d).) The proposed amendment is consistent with that Section because it implements the Coastal Act public access standards and objectives.



Rev. 05/25/95 (As Revised November 6, 1995) SDCX P.N.P.A.



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# Assembly California Legislature



**TONI ATKINS**  
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**COMMITTEES**  
AGRICULTURE  
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HOUSING AND COMMUNITY  
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COASTAL PROTECTION  
PORTS  
SEA LEVEL RISE AND THE  
CALIFORNIA ECONOMY

**JOINT COMMITTEES**  
RULES  
JOINT LEGISLATIVE AUDIT

September 12, 2013

California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105-2219

Dear Chair Shallenberger and Commissioners:

As members of the San Diego State Delegation, we write in strong support of the Master Plan Amendment for the expansion of the San Diego Convention Center and Hilton Bayfront Hotel submitted by the San Diego Unified Port District. The proposed improvements will provide the largest contiguous exhibit space on the west coast plus a new 500-room hotel tower expansion. Up to 42,000 square feet of new visitor-serving group level uses would be added to a new public promenade along the San Diego waterfront.

In addition to being a regional economic asset offering an exciting visitor experience, the expansion will enhance public access and offer visitors and local residents a regular opportunity to view San Diego Bay as it has never been seen before: from a 5-acre public park atop the Convention Center. The environmentally sustainable design of the project incorporates design elements to meet LEED certification, unique rooftop landscaping that will filter and clean water that would otherwise be pumped into a sanitary sewer, and a state-of-the-art stormwater retention and filtration system that will minimize water demand from the city system.

Energy efficient lighting, the use of natural light and sun shading plus the use of natural ventilation are major design features of the expansion. The new promenade will improve connectivity to Embarcadero Marina Park South. Currently existing accessibility issues will be addressed through a reconfigured roadway and pedestrian promenade. Plus the proposed re-routing of truck traffic, enclosing the truck bays and reconfiguring pedestrian traffic flow will improve public access and safety. A grand staircase will link Downtown San Diego to the waterfront, providing a dramatic icon for the west coast.

Up to 7,000 new permanent jobs will be created by this project, plus the thousands of jobs generated during the construction process. It is projected that over \$12.7 million in new annual Transient Occupancy Tax (TOT) revenues will be generated for the City's General Fund, plus up to \$1 million in new Sales Tax revenues.

**EXHIBIT NO. 16**

**Letters of Support**



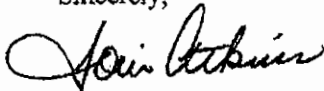
**PMPA #45 SDCC & Hilton Expansion**  
California Coastal Commission



Printed on Recycled Paper

We urge the Commission to approve this regionally significant project that will generate jobs, enhance the waterfront experience and provide visitor-serving facilities. This project is the result of a collaborative effort by the City of San Diego, Port of San Diego, San Diego Convention Center Corporation, hotel developers, local residents and the countless visitors from not only the region, state and country, but from around the world who travel to San Diego and have an opportunity to explore our waterfront.

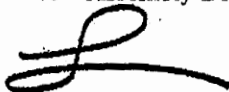
Sincerely,



TONI ATKINS  
Majority Leader  
78<sup>th</sup> Assembly District



SHIRLEY WEBER  
79<sup>th</sup> Assembly District



LORENA GONZALEZ  
80<sup>th</sup> Assembly District



BRIAN MAIENSCHIEIN  
77<sup>th</sup> Assembly District



ROCKY CHAVEZ  
76<sup>th</sup> Assembly District



MARIE WALDRON  
75<sup>th</sup> Assembly District



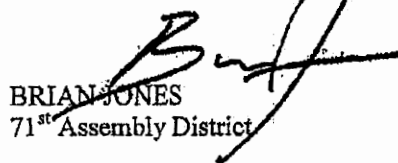
MARTY BLOCK  
Senator, 39<sup>th</sup> District



JOEL ANDERSON  
Senator, 36<sup>th</sup> District



MARK WYLAND  
Senator, 38<sup>th</sup> District



BRIAN JONES  
71<sup>st</sup> Assembly District



# CITY OF CORONADO

OFFICE OF THE MAYOR

CASEY TANAKA

RECEIVED

SEP 16 2013

CALIFORNIA  
COASTAL COMMISSION

1825 STRAND WAY • CORONADO, CA 92118 • (619) 522-7320 • CTANAKA@CORONADO.CA.US

September 12, 2013

California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105-2219

RECEIVED

SEP 17 2013

CALIFORNIA  
COASTAL COMMISSION  
SAN DIEGO COAST DISTRICT

RE: Support for Proposed Port Master Plan Amendment for the Expansion of the San Diego Convention Center and Hilton Bayfront Hotel by the San Diego Unified Port District on the October 9-11, 2013 Coastal Commission Docket

Dear Chair Shallenberger and Commissioners:

As the Mayor of a member City of the Port of San Diego and close neighbor across the bay from the San Diego Convention Center, I urge your support for the proposed Port Master Plan Amendment for the expansion of the San Diego Convention Center and Hilton Bayfront Hotel submitted by the San Diego Unified Port District. The proposed improvements will provide the largest contiguous exhibit space on the west coast plus a new 500-room hotel tower expansion. Up to 42,000 square feet of new visitor-serving group level uses would be added to a new public promenade along the San Diego waterfront.

I believe this project is good for all of San Diego including the City of Coronado. Conventions are a great way to introduce San Diego as a tourist destination and often lead to conventioners returning with family and friends to enjoy the many amenities our region has to offer including our beaches, bays, and resort hotels.

This well-planned, collaborative project includes a new pedestrian promenade with a five-acre elevated public park and substantial retail uses that will create a new visitor destination on the bay front. Plus the proposed re-routing of truck traffic and reconfiguring pedestrian traffic flow will improve public access and safety. It will also help create up to 7,000 new permanent jobs, plus thousands of jobs generated during the construction process.

This project is the result of regional cooperation between the City of San Diego, Port of San Diego, San Diego Convention Center Corporation, hotel developers, local residents and visiting delegations from around the country. I urge the Commission to consider the many public benefits this project will bring to our region and approve the proposed Port Master Plan Amendment at your October 9-11, 2013 hearing.

Sincerely,

Casey Tanaka  
Mayor

cc: City Council  
Port Commissioner Lou Smith



CITY OF  
**LA MESA**

JEWEL of the HILLS

RECEIVED

SEP 13 2013

CALIFORNIA  
COASTAL COMMISSION

**ART MADRID**  
MAYOR

September 11, 2013

California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105-2219

RECEIVED

SEP 17 2013

CALIFORNIA  
COASTAL COMMISSION  
SAN DIEGO COAST DISTRICT

Dear Chair Shallenberger and Members of the California Coastal Commission:

On behalf of the City of La Mesa, I enthusiastically lend my support to the San Diego Port District Port Master Plan Amendment for the expansion of the San Diego Convention Center and Hilton Bayfront Hotel (Expansion). The benefits of the proposed expansion are regionally significant and environmentally sustainable.

According to data compiled by the San Diego Convention Center Corporation, the San Diego Convention Center has generated over \$22 Billion in regional economic impacts since opening in 1989 and is directly responsible for 12,500 permanent jobs throughout San Diego County. The Convention Center is the cornerstone of our region's third largest traded cluster, the visitor industry, which employs 13 percent of our region's workforce. Based on the recommendations of a citizen's task force, and substantial community and stakeholder input, a Phase III Expansion of the current facility is being proposed to meet market demand, address lost business concerns and build on the success of the current facility while also generating new jobs and regional economic benefits. The Phase III Expansion will also create a new five-acre elevated public park and substantial retail uses to activate and create a visitor destination on the Bay front, something that will benefit residents throughout the region and visitors alike.

Because of its economic impacts, proposed location and enhanced public realm amenities, this project has garnered the enthusiastic support of surrounding neighborhoods, cities throughout the greater San Diego region, and diverse business and labor organizations. I would respectfully urge the Coastal Commission to also support this project.

Thank you for your consideration.

Sincerely,

  
Art Madrid  
Mayor



**DAVID ALVAREZ  
COUNCILMEMBER**

**CITY OF SAN DIEGO**

**RECEIVED**

**SEP 16 2013**

CALIFORNIA  
COASTAL COMMISSION  
SAN DIEGO COAST DISTRICT

September 12, 2013

Ms. Sherilyn Sarb  
Deputy Director  
California Coastal Commission  
7575 Metropolitan Drive, Suite 103  
San Diego, CA 92108-4421

**Re: San Diego Convention Center Expansion**

Dear Ms. Sarb:

I write to express my support for an expansion of the San Diego Convention Center. San Diego's economy is driven by tourism, representing 1 of every 8 jobs in San Diego County. An expansion of the Convention Center will create more than 3,000 good-paying construction jobs and nearly 7,000 new permanent jobs to support our growing middle class.

I am excited about the possibility of reimagining our public space and gaining access to the Bayfront for our residents. The current project also builds in many environmental advances, like stormwater recapture and energy efficiencies.

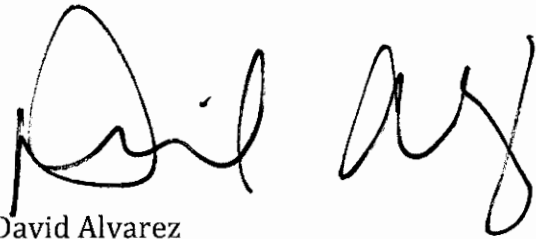
This project has been a long time coming, and I understand the concern of some in moving forward, I've raised some of those issues myself. I'm committed to making sure these concerns are addressed, and we bring forward the best project possible.

We join with the Coastal Commission in seeking to protect our City, meet and exceed our environmental obligations, and build on responsible financing plans.

Working together, I'm confident we can build world-class convention space that will enhance San Diego's ability to attract tourism dollars, create good-quality jobs for our region, and improve the Bayfront environment.

Should you have any questions or concerns, please do not hesitate to contact me.

Sincerely,

A handwritten signature in black ink, appearing to read "David Alvarez". The signature is fluid and cursive, with the first name "David" written in a larger, more prominent script than the last name "Alvarez".

David Alvarez

Councilmember, City of San Diego, Eighth District





Sam Abed  
Mayor  
201 North Broadway, Escondido, CA 92025  
Phone: 760-839-4610 Fax: 760-839-4578  
[sabed@escondido.org](mailto:sabed@escondido.org)

September 13, 2013

California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105-2219



Dear Chair Shallenberger and Commissioners:

I am writing you in support of the proposed Port Master Plan Amendment for the expansion of the San Diego Convention Center and Hilton Bayfront Hotel submitted by the San Diego Unified Port District. The proposed improvements will provide the largest contiguous exhibit space on the west coast plus a new 500-room hotel tower expansion. Up to 42,000 square feet of new visitor-serving group level uses would be added to a new public promenade along the San Diego waterfront.

The proposed expansion will enhance public access and offer visitors and local residents a regular opportunity to view San Diego Bay as it has never been seen before: from a 5-acre public park atop the Convention Center. The environmentally sustainable design of the project incorporates design elements to meet LEED certification, unique rooftop landscaping that will filter and clean water that would otherwise be pumped into a sanitary sewer, and a state-of-the-art stormwater retention and filtration system that will minimize water demand from the city system.

The new promenade will improve connectivity to Embarcadero Marina Park South. Currently existing accessibility issues will be addressed through a reconfigured roadway and pedestrian promenade. Plus the proposed re-routing of truck traffic, enclosing the truck bays and reconfiguring pedestrian traffic flow will improve public access and safety. A grand staircase will link Downtown San Diego to the waterfront, providing a dramatic icon for the west coast.

Up to 7,000 new permanent jobs will be created by this project, plus the thousands of jobs generated during the construction process. It is projected that over \$12.7 million in new annual Transient Occupancy Tax (TOT) revenues will be generated for the City's General Fund, plus up to \$1 million in new Sales Tax revenues.

This project is the result of a regional collaboration between the City of San Diego, Port of San Diego, San Diego Convention Center Corporation, hotel developers, local residents and visiting delegations from around the country. I urge the Commission to approve the proposed Port Master Plan Amendment at your October 9-11, 2013 hearing.

Sincerely,

Sam Abed  
Mayor

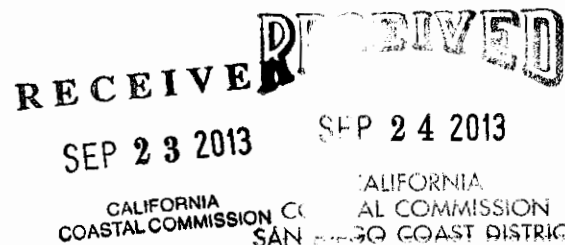


# CITY OF LEMON GROVE

"Best Climate On Earth"

Office of the Mayor

September 19, 2013



California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105-2219

RE: Proposed Port Master Plan Amendment for the Expansion of the San Diego Convention Center and Hilton Bayfront Hotel by the San Diego Unified Port District

Dear Chair Shallenberger and Commissioners:

I am writing you in support of the proposed Port Master Plan Amendment for the expansion of the San Diego Convention Center and Hilton Bayfront Hotel submitted by the San Diego Unified Port District. The proposed improvements will provide the largest contiguous exhibit space on the West Coast plus a new 500-room hotel tower expansion. Up to 42,000 square feet of new visitor-serving uses would be added to a new public promenade along the San Diego waterfront.

The proposed expansion will enhance public access and offer visitors and local residents a unique opportunity to view San Diego Bay as it has never been seen before: from a 5-acre public park atop the Convention Center. The environmentally sustainable design of the project incorporates design elements to meet LEED certification, unique rooftop landscaping that will filter and clean water that would otherwise be pumped into a sanitary sewer and a state-of-the-art stormwater retention and filtration system that will minimize water demand from the city system.

The new promenade will improve connectivity to Embarcadero Marina Park South along the bayside of the Convention Center. Existing accessibility issues will be addressed through a reconfigured roadway and pedestrian promenade. Additionally, the proposed re-routing of truck traffic, enclosing the truck bays and reconfiguring pedestrian traffic flow will improve public access and safety. A grand staircase will link Downtown San Diego to the waterfront, providing a dramatic icon for the West Coast.

Up to 7,000 new permanent jobs will be created by this project, plus the thousands of jobs generated during the construction process. It is projected that over \$12.7 million in new annual Transient Occupancy Tax (TOT) revenues will be generated for the City's General Fund, plus up to \$.8 million in new Sales Tax revenues.




California Coastal Commission  
September 19, 2013  
Page Two

Contrary to suggestions that this is a "big box on the bay", the proposed contiguous expansion is an environmentally designed expansion that provides a 5-acre rooftop park and public plaza that protects view corridors, enhances public access and safety, and activates an underutilized part of San Diego's downtown waterfront. Through a comprehensive public outreach process, six different configurations for a convention center at the site identified by the Chargers for a joint-use stadium were thoroughly evaluated and rejected as not viable by a diverse and inclusive task force of San Diegans created in 2009 by Mayor Jerry Sanders.

I urge the Commission to approve the proposed Port Master Plan Amendment at its October 9-11, 2013 hearing.

Sincerely,

  
Mary Teresa Sessom  
Mayor, City of Lemon Grove

12  
cc: DUL  
SS



**BOB FILNER**  
MAYOR

July 17, 2013

**RECEIVED**

JUL 23 2013

CALIFORNIA  
COASTAL COMMISSION  
SAN DIEGO COAST DISTRICT

Sherilyn Sarb  
Deputy Director  
California Coastal Commission  
7575 Metropolitan Drive, Suite 103  
San Diego, CA 92108-4421

**Re: San Diego Convention Center Expansion, Expansion Hotel  
and Port Master Plan Amendment**

Dear Ms. Sarb:

I am writing to express my support for the San Diego Convention Center expansion, the expansion hotel, and the Port Master Plan Amendment. As I said in my State of the City address on January 15<sup>th</sup>, the Convention Center is the key to the expansion of tourism in our region. That is why I pledged to make the expansion project a reality.

Tourism is San Diego's third largest economic driver employing 13 percent of our workforce. The proposed Convention Center expansion will create nearly 7,000 *new*, permanent jobs, more than 3,000 construction jobs, and nearly \$700 million in new economic impacts. In addition, the expansion has been designed to substantially increase the quantity, quality and accessibility of public realm space with extraordinary views of San Diego's Bayfront from the innovative roof-top park.

It is for these reasons, that I ask you to confirm your consideration of the expansion project at your October meeting.

Sincerely,

BOB FILNER  
Mayor

cc: Deborah Lee, District Manager  
Diana Lilly, Coastal Planner  
Lesley Nishihira, San Diego Unified Port District  
Shahriar Afshar, San Diego Unified Port District

BF/lb

9/4/2013

John Perrillo  
17875 Caminito Pinero #144  
San Diego, CA. 92128

California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105-2219



RECEIVED

SEP 11 2013

CALIFORNIA  
COASTAL COMMISSION

Dear Chair Shallenberger and members of the California Coastal Commission:

On behalf of myself please accept this letter in support of the San Diego Unified Port District Port Master Plan Amendment for the expansion of the San Diego Convention Center and Hilton Bayfront Hotel (Expansion).

The proposed Expansion is a regionally-significant, environmentally-sustainable project that will benefit visitors to the California coast, as well as residents of the San Diego region. If approved, the proposed project will increase the number of visitors to the Downtown waterfront, significantly improve public access, and generate new much-needed tax revenues for the region by providing additional hotel rooms and visitor-serving uses along the waterfront.

I support the proposed Expansion project because it provides

**Public Access and Views to the Waterfront**

- New 5-acre public rooftop park with panoramic views will attract first-time and return visitors
- Bayside of convention center will be activated through improved promenade and connectivity to Embarcadero Marina Park South
- Public views and pedestrian experiences will be enhanced by new pedestrian promenade, walkways and grand staircase linking Downtown San Diego to the waterfront
- Existing accessibility issues will be addressed through reconfigured roadway and pedestrian promenade
- Rerouted truck traffic, enclosure of truck bays and reconfiguration of pedestrian traffic flow will improve public access experience and safety

**Environmental sustainability**

- LEED (Leadership in Energy and Environmental Design) certification will be pursued
- Utilizes rooftop landscape to filter and clean water currently pumped into sanitary sewer
- Storm water retention and filtration; minimization of domestic water demand from city system
- Energy efficient lighting, use of natural light and sun shading; natural ventilation

**Regional economic asset and visitor experience**

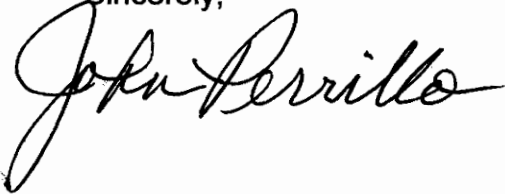
- The largest contiguous exhibit space on the West Coast
- Up to 7,000 new permanent jobs and thousands of construction jobs
- New 500-room hotel tower expansion
- Up to 45,000 square feet of new visitor-serving ground-level uses to activate the public promenade along the waterfront
- Over \$12.7 million in new annual Transient Occupancy Tax revenues to the city's general fund
- Up to \$1 million in new sales tax revenue

This proposed Expansion has been thoroughly vetted at dozens of public outreach meetings over the last five years. It represents a strong, unified and collaborative effort between the City of San Diego, Port of San Diego, San Diego Convention Center Corporation, hotel developers, community residents and visiting stakeholders from across the region and State of California.

In short, the proposed Expansion and Rooftop Park are going to be an essential and integral part of San Diego's future and our beautiful waterfront. I am proud to be part of a diverse coalition that will be there on October 9-11, 2013 to voice our support and urge you to approve this regionally-significant project.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "John Perillo". The signature is fluid and cursive, with the first name "John" and last name "Perillo" clearly distinguishable.





September 11, 2013

RECEIVED

SEP 16 2013

CALIFORNIA  
COASTAL COMMISSION  
SAN DIEGO COAST DISTRICT

Ms. Mary Shallenberger  
California Coastal Commission  
San Diego Coast District Office  
7575 Metropolitan Drive, Suite 103  
San Diego, CA 92108

**CHAIRMAN**

Marco Sessa  
Sudberry Properties

**VICE CHAIRMAN**

James Schmid  
Chelsea Investment Corp.

**TREASURER / SECRETARY**

David Poole  
Brookfield Homes

**PAST CHAIRMAN**

Guy Asaro  
The Corky McMillin Companies

**PRESIDENT & C.E.O.**

Borre Winckel

**AFFILIATES**

California Building  
Industry Association

National Association  
of Home Builders

Dear Ms. Shallenberger and Honorable Members of the California Coastal Commission:

The Building Industry Association of San Diego County strongly and enthusiastically supports expansion of the downtown San Diego Convention Center. The expansion is critical to the continued success of the tourism industry throughout our region and critical to the retention and growth of jobs both in that industry and in the local economy. The San Diego Convention Center has generated over \$22 Billion in regional economic impacts since opening in 1989 and is directly responsible for 12,500 permanent jobs throughout San Diego County. It is the cornerstone of the region's third largest traded cluster, the visitor industry, which employs 13 percent of the region's workforce.

The Public wants this project to go forward. The expansion is based on the recommendations of a citizen's task force and substantial community and stakeholder input. Specifically, a Phase III Expansion of the current facility is being proposed to meet market demand, address lost business concerns and build on the success of the current facility while also generating new jobs and regional economic benefits. We urge the California Coastal Commission to approve the project at its October hearing.

Sincerely,

Borre Winckel  
President & Chief Executive Officer

CC: Honorable Interim Mayor Todd Gloria  
Phil Blair, San Diego Regional Chamber of Commerce  
Bob Nelson, Unified Port of San Diego  
Laurie Madigan, Business Leadership Alliance

# **SAN DIEGO COUNTY HOTEL-MOTEL ASSOCIATION**

**RECEIVED**  
SEP 17 2013  
CALIFORNIA  
COASTAL COMMISSION  
SAN DIEGO COAST DISTRICT  
**RECEIVED**  
SEP 16 2013  
CALIFORNIA  
COASTAL COMMISSION

September 9, 2013

California Coastal Commission  
45 Freemont Street, Suite 2000  
San Francisco, CA 94105-2219

Dear Chair Shallenberger and Members of the California Coastal Commission:

On behalf of the San Diego County Hotel-Motel Association, please accept this letter in support of the San Diego Unified Port District Port Master Plan Amendment for the expansion of the San Diego Convention Center.

The proposed Expansion is a regionally significant, environmentally-sustainable project that will benefit visitors to the California coast, as well as residents of the San Diego region. If approved, the proposed project will increase the number of visitors to the Downtown waterfront, significantly improve public access and generate new, much-needed, tax revenues for the region by providing additional hotel rooms and visitor-serving uses along the waterfront.

The hotel community is very excited about the new enhancements to public access. The 5-acre public rooftop park with panoramic views will attract first-time and return visitors, and the new promenade, walkways and grand staircase will provide connectivity to Downtown San Diego and Embarcadero Marina Park South.

The environmental sustainability of the Expansion is an important component of this project. The environmental elements of the project that will allow for LEED certification will make a statement to prospective visitors that California is a leader in sustainability.

The expanded Center will have the largest contiguous exhibit space on the west coast, which will draw larger conventions. The increase in visitors will generate an additional \$13.7 million in new tax revenues for the region. The expansion will provide up to 7,000 new, permanent jobs and thousands of temporary construction jobs.

California Coastal Commission

Page 2

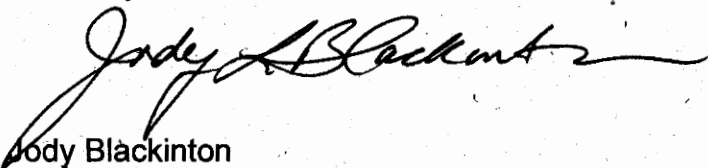
September 9, 2013

The proposed Expansion has been thoroughly vetted at dozens of public outreach meetings over the last five years. It represents a strong, unified and collaborative effort between the City of San Diego, Port of San Diego, San Diego Convention Center Corporation, hotel community, residents and visiting stakeholders from across the region and State of California.

In short, the proposed Expansion and Rooftop Park are going to be an essential and integral part of San Diego's future and our beautiful waterfront. The San Diego County Hotel-Motel Association is proud to be part of a diverse coalition that will be at the California Coastal Commission hearing October 9-11, 2013, to voice our support and urge you to approve this regionally significant project.

Thank you for your consideration.

Sincerely,

A handwritten signature in black ink, appearing to read "Jody Blackinton", with a long, sweeping horizontal line extending to the right.

Jody Blackinton  
President



CALIFORNIA  
COASTAL COMMISSION

SEP 16 2013

RECEIVED

SEP 17 2013

CALIFORNIA  
COASTAL COMMISSION  
SAN DIEGO COAST DISTRICT

California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105-2219

RE: Proposed Port Master Plan Amendment for the Expansion of the San Diego Convention Center (SDCC) and Hilton Bayfront Hotel by the San Diego Unified Port District

Dear Chair Shallenberger and Commissioners:

I am writing you in support of the proposed Port Master Plan Amendment for the expansion of the (SDCC) and Hilton Bayfront Hotel submitted by the San Diego Unified Port District. The proposed improvements will provide the largest contiguous exhibit space on the West Coast plus a new 500-room hotel tower expansion. Up to 42,000 square feet of new visitor-serving uses would be added to a new public promenade along the San Diego waterfront.

The proposed SDCC expansion will enhance public access and offer visitors and local residents a unique opportunity to view San Diego Bay as it has never been seen before: from a 5-acre public park atop the Convention Center. The environmentally sustainable design of the project incorporates design elements to meet LEED certification, unique rooftop landscaping that will filter and clean water that would otherwise be pumped into a sanitary sewer and a state-of-the-art storm water retention and filtration system that will minimize water demand from the city system.

The new promenade will improve connectivity to Embarcadero Marina Park South along the bayside of the Convention Center. Existing accessibility issues will be addressed through a reconfigured roadway and pedestrian promenade. Additionally, the proposed re-routing of truck traffic, enclosing the truck bays and reconfiguring pedestrian traffic flow will improve public access and safety. A grand staircase will link Downtown San Diego to the waterfront, providing a dramatic icon for the West Coast.

Up to 7,000 new permanent jobs will be created by this project, plus the thousands of jobs generated during the construction process. It is projected that over \$12.7 million in new annual Transient Occupancy Tax (TOT) revenues will be generated for the City's General Fund, plus up to \$.8 million in new Sales Tax revenues.

Our business as well as many other hospitality businesses live and die on the success of the SDCC. Over the years our business has grown because of the first two phases on the SDCC. In order for our fine city and our businesses to remain competitive we urge to you to approve the SDCC expansion.

Sincerely,

George Palermo  
President

September 10, 2013

California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105-2219

RECEIVED

SEP 17 2013

CALIFORNIA  
COASTAL COMMISSION  
SAN DIEGO COAST DISTRICT

RECEIVED

SEP 13 2013

CALIFORNIA  
COASTAL COMMISSION

RE: Proposed Port Master Plan Amendment for the Expansion of the San Diego Convention Center and Hilton Bayfront Hotel by the San Diego Unified Port District

Dear Chair Shallenberger and Commissioners:

I am writing you in support of the proposed Port Master Plan Amendment for the expansion of the San Diego Convention Center and Hilton Bayfront Hotel submitted by the San Diego Unified Port District. The proposed improvements will provide the largest contiguous exhibit space on the West Coast plus a new 500-room hotel tower expansion. Up to 42,000 square feet of new visitor-serving uses would be added to a new public promenade along the San Diego waterfront.

The proposed expansion will enhance public access and offer visitors and local residents a unique opportunity to view San Diego Bay as it has never been seen before: from a 5-acre public park atop the Convention Center. The environmentally sustainable design of the project incorporates design elements to meet LEED certification, unique rooftop landscaping that will filter and clean water that would otherwise be pumped into a sanitary sewer, and a state-of-the-art stormwater retention and filtration system that will minimize water demand from the city system.

The new promenade will improve connectivity to Embarcadero Marina Park South along the bayside of the Convention Center. Existing accessibility issues will be addressed through a reconfigured roadway and pedestrian promenade. Additionally, the proposed re-routing of truck traffic, enclosing the truck bays and reconfiguring pedestrian traffic flow will improve public access and safety. A grand staircase will link Downtown San Diego to the waterfront, providing a dramatic icon for the West Coast.

Up to 7,000 new permanent jobs will be created by this project, plus the thousands of jobs generated during the construction process. It is projected that over \$12.7 million in new annual Transient Occupancy Tax (TOT) revenues will be generated for the City's General Fund, plus up to \$.8 million in new Sales Tax revenues.

Contrary to suggestions that this is a "big box on the bay", the proposed contiguous expansion is an environmentally designed expansion that provides a 5-acre rooftop park and public plaza that protects view corridors, enhances public access and safety, and activates an underutilized part of San Diego's downtown waterfront. Through a comprehensive public outreach process, six different configurations for a convention center at the site identified by the Chargers for a joint-use stadium were thoroughly evaluated and rejected as not viable by a diverse and inclusive task force of San Diegans created in 2009 by Mayor Jerry Sanders.

I urge the Commission to approve the proposed Port Master Plan Amendment at your October 9-11, 2013 hearing.

Sincerely,



Robb Henderson  
5652 Meade Ave  
San Diego, CA 92115  
619.459.4403  
robbhend@hotmail.com

September 12, 2013

RECEIVED

SEP 19 2013

CALIFORNIA  
COASTAL COMMISSION  
SAN DIEGO COAST DISTRICT

COASTAL COMMISSION  
CALIFORNIA

SEP 18 2013

RECEIVED

California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105-2219

RE: Proposed Port Master Plan Amendment for the Expansion of the San Diego Convention Center and Hilton Bayfront Hotel by the San Diego Unified Port District

Dear Chair Shallenberger and Commissioners:

The Strategic Roundtable is a bipartisan group of twenty-eight retired leaders from education, business and government. Our backgrounds are diverse but we love San Diego and we are linked by our commitment to it. For more than four years, the Roundtable has met monthly to discuss matters related to making San Diego a better place to live and work now, and for generations to come. Our mantra is *community before self*. Today, we are writing to urge your support of the proposed Port Master Plan Amendment for the expansion of the San Diego Convention Center and Hilton Bayfront Hotel submitted by the San Diego Unified Port District.

The proposed improvements will provide the largest contiguous exhibit space on the West Coast plus a new 500-room hotel tower expansion. Up to 42,000 square feet of new visitor-serving uses would be added to a new public promenade along the San Diego waterfront.

The proposed expansion will enhance public access and offer visitors and local residents a opportunity to view San Diego Bay as it has never been seen before: from a 5-acre public park atop the Convention Center. The environmentally sustainable design of the project incorporates design elements to meet LEED certification, unique rooftop landscaping that will filter and clean water that would otherwise be pumped into a sanitary sewer, and a state-of-the-art storm-water retention and filtration system that will minimize water demand from the city system.

The new promenade will improve connectivity to Embarcadero Marina Park South along the bayside of the Convention Center. Existing accessibility issues will be addressed through a reconfigured roadway and pedestrian promenade. Additionally, the proposed re-routing of truck traffic, enclosing the truck bays and reconfiguring pedestrian traffic flow will improve public access and safety. A grand staircase will link Downtown San Diego to the waterfront, providing a dramatic icon for the West Coast.

Up to 7,000 new permanent jobs will be created by this project, plus the thousands of jobs generated during the construction process. It is projected that over \$12.7 million in new annual Transient Occupancy Tax (TOT) revenues will be generated for the City's General Fund, plus up to \$.8 million in new Sales Tax revenues.



Page 2

September 12, 2013

Strategic Roundtable

Re: Proposed Port Master Plan Amendment for the Expansion of the San Diego Convention Center and Hilton Bayfront Hotel by the San Diego Unified Port District

The proposed contiguous expansion is an environmentally designed expansion that provides a 5-acre rooftop park and public plaza that protects view corridors, enhances public access and safety, and activates an underutilized part of San Diego's downtown waterfront. Through a comprehensive public outreach process, six different configurations for a convention center at the site identified by the Chargers for a joint-use stadium were thoroughly evaluated and rejected as not viable by a diverse and inclusive task force of San Diegans created in 2009 by Mayor Jerry Sanders.

As we approach our later years we are more motivated than ever to see that projects like the Expansion of the San Diego Convention Center and Hilton Bayfront Hotel come to fruition in a timely manner.

On behalf of the Strategic Roundtable, we urge the Commission to approve the proposed Port Master Plan Amendment at your October 9-11, 2013 hearing. Attached is a roster of those who comprise our group known as the Strategic Roundtable.

Sincerely,

A handwritten signature in black ink that reads "Don Ings". The signature is written in a cursive, flowing style.

Don Ings  
Chairman

## **Members of the Strategic Roundtable**

Richard Atkinson

Tony McCune

Malin Burnham

Patricia McQuater

Ben Clay

Julie Meier Wright

Joe Craver

Judge Dick Murphy

Steve Cushman

Hank Nordhoff

Ray Ellis

Tom Page

Pete Ellsworth

Rafael Pastor

Anne Evans

Bill Roper

Bill Geppert

Hal Sadler

Wendy Gillespie

Mark Stephens

John Hawkins

Dick Vortmann

Don Ings

Harvey White

Bill Lynch

Tom Wornham

Bob Macier

Connie Matsui

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SAN DIEGO COAST DISTRICT

CALIFORNIA  
COASTAL COMMISSION

September 17, 2013

California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105-2219

RE: Proposed Port Master Plan Amendment for the Expansion of the San Diego Convention Center and Hilton Bayfront Hotel by the San Diego Unified Port District

Dear Chair Shallenberger and Commissioners:

This letter serves as my absolute support for the proposed Port Master Plan Amendment for the expansion of the San Diego Convention Center and Hilton Bayfront Hotel submitted as by the San Diego Unified Port District. The proposed improvements provide the largest contiguous exhibit space on the West Coast plus a new 500-room hotel tower expansion, adding up to 42,000 square feet of new visitor-serving uses and a public promenade along the San Diego waterfront.

The proposed expansion enhances public access for visitors and local residents. The addition of a 5-acre public park atop the Convention Center is architecturally innovative and answered the needs and concerns of our local community.

The new promenade improves access to Embarcadero Marina Park South along the bayside of the Convention Center, another public concern. Existing accessibility issues are addressed.

New permanent jobs will be created by this project, not to mention the jobs generated during the construction process. It is projected that over \$12.7 million in new annual Transient Occupancy Tax (TOT) revenues will be generated for the City's General Fund, plus up to \$.8 million in new Sales Tax revenues. Revenues which are vitally important to the health of our city.

I urge the Commission to approve the proposed Port Master Plan Amendment without hesitation at your October 9-11, 2013 hearing.

Sincerely,



Laurie Smith Peters  
P.O. Box 1928  
Rancho Santa Fe, CA 92067  
[lauriesmithpeters@gmail.com](mailto:lauriesmithpeters@gmail.com)  
858-756-3518



**SPIE**

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CALIFORNIA  
COASTAL COMMISSION

September 16, 2013

California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105-2219

RE: Proposed Port Master Plan Amendment for the Expansion of the San Diego Convention Center and Hilton Bayfront Hotel by the San Diego Unified Port District

Dear Chair Shallenberger and Commissioners:

I am writing you on behalf of **SPIE**, the international society for optics and photonics, in support of the proposed Port Master Plan Amendment for the expansion of the San Diego Convention Center and Hilton Bayfront Hotel submitted by the San Diego Unified Port District. The proposed improvements will provide the largest contiguous exhibit space on the West Coast plus a new 500-room hotel tower expansion. Up to 42,000 square feet of new visitor-serving uses would be added to a new public promenade along the San Diego waterfront.

As an organization with 4,000-5,000 attendees at our annual convention, we are a strong supporter of the current plans for a contiguous expansion of the San Diego Convention Center. The expansion will provide the largest contiguous exhibit hall on the West Coast, making the San Diego Convention Center an even stronger destination for our annual meeting. As our attendance figures and exhibitors continue to grow, this added space is much needed and will allow us to keep San Diego as a convention destination for years to come.

We are also strongly in support of the addition of a new 500 room hotel tower adjacent to the facility. Having these hotel rooms directly across or near the convention center helps us drive attendance to our meeting and meet the housing needs of our attendees within close proximity to the facility. It also makes your destination considerably more attractive for networking than competitive destinations with primary hotels more than 6 blocks from the convention center.

The proposed expansion will also enhance access and offer our attendees a unique opportunity to view San Diego Bay as they have never seen it before: from a 5-acre public park atop the convention center. The new promenade will improve our attendees' connectivity to Embarcadero Marina Park South along the bayside of the convention center for the networking value all attendees expect as part of the face to face convention experience. Existing accessibility issues will be addressed through a reconfigured roadway and pedestrian promenade. Additionally, the proposed re-routing of truck traffic, enclosing the truck bays and reconfiguring pedestrian traffic flow will improve attendee access and safety. A grand staircase will link Downtown San Diego to the waterfront, providing a dramatic icon for the West Coast.

In addition to the space improvements, we also support and applaud what an economic engine this project will be for San Diegans. Up to 7,000 new permanent jobs will be created by this project, plus the thousands of jobs generated during the construction process. It is projected that over \$12.7 million in new annual Transient Occupancy Tax (TOT) revenues will be generated for the City's General Fund, plus up to \$.8 million in new Sales Tax revenues.

On behalf of SPIE, I urge the Commission to approve the proposed Port Master Plan Amendment at your October 9-11, 2013 hearing.

Sincerely,

*Randy Cross*

Name: Randy Cross  
1000 20<sup>th</sup> Street  
Bellingham, WA 98226  
Phone: 360-685-5468  
Email: [randyc@spie.org](mailto:randyc@spie.org)

September 16, 2013

California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105-2219

RE: Proposed Port Master Plan Amendment for the Expansion of the San Diego Convention Center and Hilton Bayfront Hotel by the San Diego Unified Port District

Dear Chair Shallenberger and Commissioners:

I am writing you on behalf of **SAP America, Inc.** in support of the proposed Port Master Plan Amendment for the expansion of the San Diego Convention Center and Hilton Bayfront Hotel submitted by the San Diego Unified Port District. The proposed improvements will provide the largest contiguous exhibit space on the West Coast plus a new 500-room hotel tower expansion. Up to 42,000 square feet of new visitor-serving uses would be added to a new public promenade along the San Diego waterfront.

As an organization with 5000-7000 attendees at our Annual Field Kickoff meeting, we are a strong supporter of the current plans for a contiguous expansion of the San Diego Convention Center. The expansion will provide the largest contiguous exhibit hall on the West Coast, making the San Diego Convention Center an even stronger destination for our annual meeting. As our attendance figures and exhibitors continue to grow, this added space is much needed and will allow us to keep San Diego as a convention destination for years to come.

We are also strongly in support of the addition of a new 500 room hotel tower adjacent to the facility. Having these hotel rooms directly across or near the convention center helps us drive attendance to our meeting and meet the housing needs of our attendees within close proximity to the facility. This saves us money as it reduces the need to run shuttle busses to transport our attendees to and from the convention center throughout the day. It also makes your destination considerably more attractive for networking than competitive destinations with primary hotels more than 6 blocks from the convention center.

San Diego is an ideal destination for hosting our annual meeting. Your specific location of the center will allow our attendees to network in a green setting for the convention, then extend their stay to enjoy the wonderful attractions, restaurants and services along San Diego Bay...many of them with families in tow. The proposed expansion will also enhance access and offer our attendees a unique opportunity to view San Diego Bay as they have never seen it before: from a 5-acre public park atop the convention center. As a green organization, we appreciate that the environmentally sustainable design of the project incorporates design elements to meet LEED certification, unique rooftop landscaping that will filter and clean water that would otherwise be pumped into a sanitary sewer, and a state-of-the-art stormwater retention and filtration system that will minimize water demand from the city system.

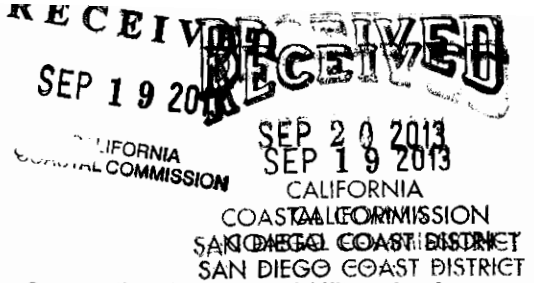
The new promenade will improve our attendees' connectivity to Embarcadero Marina Park South along the bayside of the convention center for the networking value all attendees expect as part of the face to face convention experience. Existing accessibility issues will be addressed through a reconfigured roadway and pedestrian promenade. Additionally, the proposed re-routing of truck traffic, enclosing the truck bays and reconfiguring pedestrian traffic flow will improve attendee access and safety. A grand staircase will link Downtown San Diego to the waterfront, providing a dramatic icon for the West Coast.

In addition to the space improvements, we also support and applaud what an economic engine this project will be for San Diegans. Up to 7,000 new permanent jobs will be created by this project, plus the thousands of jobs generated during the construction process. It is projected that over \$12.7 million in new annual Transient Occupancy Tax (TOT) revenues will be generated for the City's General Fund, plus up to \$.8 million in new Sales Tax revenues.

On behalf of SAP America, Inc., I urge the Commission to approve the proposed Port Master Plan Amendment at your October 9-11, 2013 hearing.

Sincerely,

Kim Kennedy, Senior Event Operations Manager  
3999 West Chester Pike  
Newtown Square PA 19073  
+1 610-661-3949  
[Kimberly.a.kennedy@sap.com](mailto:Kimberly.a.kennedy@sap.com)



Christy Richards  
Managing Director  
Convention Division

430 North Michigan Avenue  
Chicago, IL 60611-4087

crichard@realtors.org

312.329.8640

fax 312.645-7737

September 17, 2013

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California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105-2219

RE: Proposed Port Master Plan Amendment for the Expansion of the San Diego Convention Center and Hilton Bayfront Hotel by the San Diego Unified Port District

Dear Chair Shallenberger and Commissioners:

I am writing you on behalf of National Association of REALTORS® in support of the referenced Amendment, providing the largest contiguous exhibit space on the West Coast plus a new 500-room hotel tower expansion.

As an organization with 25,000 attendees at our annual convention, we are a strong supporter of the current plans for a contiguous expansion. As our attendance figures and exhibitors continue to grow, this added space is much needed and will allow us to keep San Diego as a convention destination for years to come. It will also allow San Diego to better marry groups to maintain consistent hotel occupancy instead of the peaks and valleys currently experienced during convention move-in and move-out periods.

The alternate joint-use proposal put forth by the San Diego Chargers, by contrast, will do nothing to increase convention and hotel revenues in the city. Non-contiguous space across the street, let alone across town, would never be accepted by the big economic-impact conventions San Diego wants to attract and keep.


We are also strongly in support of the addition of a new 500 room hotel tower adjacent to the facility. Having the rooms within such close proximity to the center helps drive attendance and reduces shuttle costs, making San Diego more competitive than other West Coast destinations.

Many of our 25,000 attendees bring their families and extend their stays to enjoy the numerous amenities, attractions, restaurants and services of the Bay area. The Port Master Plan Amendment includes many improvements for tourists and residents alike: the new promenade will improve their access to Embarcadero Marina Park South; the 5-acre public park atop the Center will be great for networking in a green environment; and the traffic flow and safety will be improved through a reconfigured roadway, re-routing of truck traffic, and pedestrian promenade.

On behalf of National Association of REALTORS®, I urge the Commission to approve the proposed Port Master Plan Amendment at your October 9-11 hearing.

Sincerely,

DEPARTMENT OF PLANNING & DEVELOPMENT

  
Christy L. Richards  
Managing Director





**Thomas P. Sayer, Jr.**  
**Attorney at Law**  
Serving the Hospitality Industry

September 19, 2013

California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105-2219

RE: Proposed Port Master Plan Amendment for the Expansion of the San Diego Convention Center and Hilton Bayfront Hotel by the San Diego Unified Port District

Dear Chair Shallenberger and Commissioners:

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The proposed expansion will enhance public access and offer visitors and local residents a unique opportunity to view San Diego Bay as it has never been seen before: from a 5-acre public park atop the Convention Center. The environmentally sustainable design of the project incorporates design elements to meet LEED certification, unique rooftop landscaping that will filter and clean water that would otherwise be pumped into a sanitary sewer, and a state-of-the-art stormwater retention and filtration system that will minimize water demand from the city system.

The new promenade will improve connectivity to Embarcadero Marina Park South along the bayside of the Convention Center. Existing accessibility issues will be addressed through a reconfigured roadway and pedestrian promenade. Additionally, the proposed re-routing of truck traffic, enclosing the truck bays and reconfiguring pedestrian traffic flow will improve public access and safety. A grand staircase will link Downtown San Diego to the waterfront, providing a dramatic icon for the West Coast.

Up to 7,000 new permanent jobs will be created by this project, plus the thousands of jobs generated during the construction process. It is projected that over \$12.7 million in new annual Transient Occupancy Tax (TOT) revenues will be generated for the City's General Fund, plus up to \$.8 million in new Sales Tax revenues.

Contrary to suggestions that this is a "big box on the bay", the proposed contiguous expansion is an environmentally designed expansion that provides a 5-acre rooftop park and public plaza that protects view corridors, enhances public access and safety, and activates an underutilized part of San Diego's downtown waterfront. Through a comprehensive public outreach process, six different configurations for a convention center at the site identified by the Chargers for a joint-

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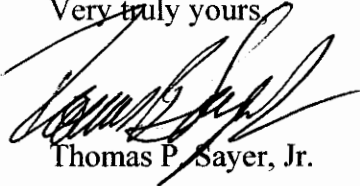
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SAN DIEGO COAST DISTRICT

California Coastal Commission  
September 19, 2013  
Page 2 of 2

use stadium were thoroughly evaluated and rejected as not viable by a diverse and inclusive task force of San Diegans created in 2009 by Mayor Jerry Sanders.

I urge the Commission to approve the proposed Port Master Plan Amendment at your October 9-11, 2013 hearing.

Very truly yours,

A handwritten signature in black ink, appearing to read "Tom Sayer", written over the typed name.

Thomas P. Sayer, Jr.

Date 9-22-13

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SEP 26 2013

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SEP 25 2013

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California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105-2219

RE: Proposed Port Master Plan Amendment for the Expansion of the San Diego Convention Center and Hilton Bayfront Hotel by the San Diego Unified Port District

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I urge the Commission to approve the proposed Port Master Plan Amendment at your October 9-11, 2013 hearing.

Sincerely,

Name: Linda Fallert  
Address: 7112 Calle de la Fiesta  
City, State, Zip: Pine Valley Ca 91962  
Phone: 619-517-8380  
Email: lsf1979@gmail.com

*This Convention Center expansion is good for all citizens/residents of San Diego County.*

Date

9-15-13

California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105-2219

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SEP 23 2013

SEP 24 2013

CALIFORNIA  
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CALIFORNIA  
COASTAL COMMISSION

RE: Proposed Port Master Plan Amendment for the Expansion of the San Diego Convention Center and Hilton Bayfront Hotel by the San Diego Unified Port District

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I urge the Commission to approve the proposed Port Master Plan Amendment at your October 9-11, 2013 hearing.

Sincerely,

Name: Mark Mindigo  
Address: 1014 5th Ave. Suite 6  
City, State, Zip San Diego, CA 92101  
Phone 619 335 3001  
Email mark@henryspub.com

Date Sept 19, 2013

California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105-2219

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SAN DIEGO COAST DISTRICT

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SEP 23 2013

CALIFORNIA  
COASTAL COMMISSION

RE: Proposed Port Master Plan Amendment for the Expansion of the San Diego Convention Center and Hilton Bayfront Hotel by the San Diego Unified Port District

Dear Chair Shallenberger and Commissioners:

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I urge the Commission to approve the proposed Port Master Plan Amendment at your October 9-11, 2013 hearing.

Sincerely,

*Gary J. Reynolds*

Name: GARY J. Reynolds  
Address: 1436 STEEN CIRCLE  
City, State, Zip: VISTA, CA 92083  
Phone: 760-758-5308  
Email: graynolds5@hotmail.com

9/19/2013

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SAN DIEGO COAST DISTRICT

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COASTAL COMMISSION

California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105-2219

RE: Proposed Port Master Plan Amendment for the Expansion of the San Diego Convention Center and Hilton Bayfront Hotel by the San Diego Unified Port District

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I urge the Commission to approve the proposed Port Master Plan Amendment at your October 9-11, 2013 hearing.

Thank you!

Gregg Oggel  
General Manager  
Hennessey's Gaslamp Tavern & The Gaslamp Speakeasy  
619-239-9994  
[gl@hennesseystavern.com](mailto:gl@hennesseystavern.com)



Date 9-16-13

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SEP 20 2013

California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105-2219

CALIFORNIA  
COASTAL COMMISSION  
SAN DIEGO COAST DISTRICT

RE: Proposed Port Master Plan Amendment for the Expansion of the San Diego Convention Center and Hilton Bayfront Hotel by the San Diego Unified Port District

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I urge the Commission to approve the proposed Port Master Plan Amendment at your October 9-11, 2013 hearing.

Sincerely,

Name: Diane Powers

Address: 4133 Taylor St

City, State, Zip San Diego, 92110

Phone 619-296-3257

Email diane@bazaardelmundo.com

Date 9/12/13

California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105-2219

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SEP 17 2013

CALIFORNIA  
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SEP 16 2013

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I urge the Commission to approve the proposed Port Master Plan Amendment at your October 9-11, 2013 hearing.

Sincerely,



Name: PAUL A. OUELLETTE  
Address: 2538 E ST.  
City, State, Zip: San Diego, Ca. 92102  
Phone: (619) 202-6662  
Email: POUELLETTE1@cox.net

September 10, 2013

California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105-2219

RECEIVED

SEP 17 2013

CALIFORNIA  
COASTAL COMMISSION  
SAN DIEGO COAST DISTRICT

CALIFORNIA  
COASTAL COMMISSION

SEP 16 2013

RECEIVED

RE: Proposed Port Master Plan Amendment for the Expansion of the San Diego Convention Center and Hilton Bayfront Hotel by the San Diego Unified Port District

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I urge the Commission to approve the proposed Port Master Plan Amendment at your October 9-11, 2013 hearing.

Sincerely,



Tony Sands  
1240 India Street, Unit #112  
San Diego, CA 92101  
(858) 551-3105  
Sands75@gmail.com

Thank You!

Date Sept. 13, 2013

RECEIVED

SEP 17 2013

CALIFORNIA  
COASTAL COMMISSION  
SAN DIEGO COAST DISTRICT

SEP 16 2013

CALIFORNIA  
COASTAL COMMISSION

California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105-2219

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I urge the Commission to approve the proposed Port Master Plan Amendment at your October 9-11, 2013 hearing.

Sincerely,

Name: Luis Barrios  
Address: 7509 Hazard Center Dr  
City, State, Zip: San Diego, CA, 92108  
Phone: 619.819.6013  
Email: \_\_\_\_\_

Date

9/16/13

RECEIVED

SEP 23 2013

CALIFORNIA  
COASTAL COMMISSION  
SAN DIEGO COAST DISTRICT

RECEIVED

SEP 20 2013

CALIFORNIA  
COASTAL COMMISSION

California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105-2219

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I urge the Commission to approve the proposed Port Master Plan Amendment at your October 9-11, 2013 hearing.

Sincerely,

Name: Aron M. Langellier  
Address: 6005 5th Ave  
City, State, Zip: San Diego CA 92101  
Phone: 619 255 7393  
Email: aron@bartelgmash.com

Date

9/17/13

RECEIVED

SEP 23 2013

California Coastal Commission  
45 Fremont Street, Suite 2000  
San Francisco, CA 94105-2219

CALIFORNIA  
COASTAL COMMISSION  
SAN DIEGO COAST DISTRICT

RECEIVED

SEP 20 2013

CALIFORNIA  
COASTAL COMMISSION

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I urge the Commission to approve the proposed Port Master Plan Amendment at your October 9-11, 2013 hearing.

Sincerely,

Name:

Jared Vaughn

Address:

600 5TH AVE

City, State, Zip

SAN DIEGO, CA

Phone

858-248-0509

Email

sdjoe.numer@qol.com



9/13/13

Dear Commissioners,

I would like to express my support for the San Diego Convention Center expansion. I live in the east village (10<sup>th</sup> + K, near the site) & attended workshops - I like the design & the project will bring jobs, both construction & permanent.

I do want the Chargers to stay in San Diego but their arguments are not valid.

Please allow the expansion to proceed.

Sincerely,

Janet Bougeois  
253 Tenth Ave. #1203  
San Diego, CA 92101

RECEIVED

SEP 19 2013

CALIFORNIA  
COASTAL COMMISSION  
SAN DIEGO COAST DISTRICT

RECEIVED  
SEP 18 2013  
CALIFORNIA  
COASTAL COMMISSION



RECEIVED

SEP 05 2013

CALIFORNIA  
COASTAL COMMISSION  
SAN DIEGO COAST DISTRICT

RECEIVED

SEP 03 2013

CALIFORNIA  
COASTAL COMMISSION

August 30, 2013

Mary K. Shallenberger, Chair  
Dr. Charles Lester, Executive Director  
The California Coastal Commission  
45 Fremont Street  
Suite 2000  
San Francisco CA 94105-2219

RE: Proposed Expansion of the San Diego Convention Center

Honorable Members of the California Coast Commission:

On behalf of the San Diego Chargers, I respectfully request that the Coastal Commission consider a viable, non-coastal alternative to the proposed San Diego Convention Center expansion plan.

We have reviewed the publicly available documents concerning the Convention Center expansion proposal now before the Coastal Commission. These documents make clear that the proponents of the existing expansion did not seriously consider alternatives to a contiguous on-coastal option. This is true even though any fair reading of the City's own economic study does not support the need for contiguous space. (See attached fact sheet reviewing the findings of the Convention Center's own consultants.)

What is more, we believe it would be a mistake from both an environmental and business standpoint to concentrate such extreme mass and density at what is already a stressed coastal site. Indeed, from a development perspective the plan before the Commission fails to capitalize on San Diego's greatest assets and literally cuts the downtown off from its waterfront. We believe this is both unnecessary and an inferior development choice.

The Convention Center's expansion needs can be better met with a more dynamic project that is both greener and more marketable by extending the reach of the Convention Center into a campus setting anchored by a multi-purpose facility east of Tailgate Park -- outside the coastal zone. San Diego is uniquely positioned to create a convention experience that differentiates itself in the marketplace in part because of the availability of property in immediate proximity to the existing Convention Center building that is already served by a first class pedestrian bridge spanning the railroad tracks.

EXHIBIT NO. 17

Letters of Opposition



PMPA #45 SDCC & Hilton Expansion  
California Coastal Commission

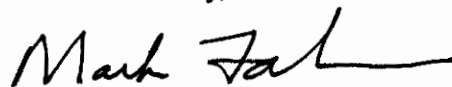


Crossing the tracks will bring the Center into closer proximity to already developed mass transit, allow for parking closer to the freeway, and permit a convention experience that is more integrated into San Diego's restaurant and shopping neighborhoods. (See attached letter from Colony Capital LLC.)

Such a combined facility approach is clearly more practical to finance. In addition, we believe it will prove to be operationally superior to the current proposal on multiple fronts. First, the multi-use facility would be capable of some of the largest and most important events in the United States, from Super Bowls to the NCAA Final Four to major religious and political conventions to large conventions that required enormous expanses of flat floor space. Second, a non-contiguous facility increases San Diego's capacity to host multiple conventions at one time. Third, the campus-like approach that the Chargers and others are suggesting will have an increased multiplier effect on commerce by pulling convention goers into the downtown commercial space. (See attached letter from architectural firm Populous.)

The San Diego Chargers respectfully urge the Coastal Commission to consider this non-coastal alternative, and others like it, and we stand ready to answer the Commission's questions and provide additional information.

Sincerely,

A handwritten signature in black ink, appearing to read "Mark Fabiani", with a stylized, flowing script.

Mark Fabiani  
Special Counsel to the President  
San Diego Chargers

Attachments

cc: Ms. Sherilyn Sarb, Deputy Director  
Ms. Deborah Lee, District Manager  
California Coastal Commission  
San Diego Coast District Office  
7575 Metropolitan Drive  
Suite 103  
San Diego CA 92108-4402

## **FACT SHEET**

### **The San Diego Convention Center Authority Never Seriously Considered a Larger, Non-Contiguous Expansion to Attract the World's Largest Events**

The studies that the Convention Center Authority commissioned and then used to justify the need for a contiguous expansion never even considered the possibility of non-contiguous space. The ERA/AECOM report makes clear that “a different non-adjacent site with greater size potential has been *taken off the table*, so the expansion could be capped at 225,000 square feet.” (Page 23, emphasis added.) In short, the Convention Center Authority basically told its consultants not to even consider the option of a larger, non-contiguous facility.

### **The Convention Center Authority's Own Studies Show that Non-Contiguous Space Would Satisfy the Vast Majority of Conventions that Now Bypass San Diego**

The studies that the Convention Center Authority commissioned and then used to justify the need for a contiguous expansion do not in fact support the need to contiguous space.

On the contrary, the studies suggest that non-contiguous space capable of attracting the largest conventions and meetings in the world would provide a much bigger boost to the local economy than the contiguous expansion plan ultimately adopted by the Convention Center Authority.

- The City's own studies recognize that the largest conventions do not now consider San Diego and will still not consider San Diego even if the existing expansion plan is implemented.
- The City's studies demonstrate that of the events turned away by San Diego, fully 82% of them could be accommodated by an expansion of just 175,000 square feet, and 89% could be accommodated by an expansion of 225,000 square feet. Put another way, 89% of the events that bypassed San Diego could be accommodated by a 225,000 square foot facility. In the words of the ERA/AECOM report, these “lost user groups could be accommodated entirely within the expansion space.” (Page 23.) This means, of course, that 80% of these events could be accommodated in a non-contiguous facility of 225,000 square feet.
- Later in its report, ERA/AECOM reaches a similar conclusion: “The proposed expansion space would be large enough to serve as a stand

alone facility for approximately 93% of the groups in the market.” (Page 52.) If ERA/AECOM, the City’s own consultant, is right, then almost all of the events that would be attracted to the Convention Center expansion could also be accommodated in a stand-alone, non-contiguous facility.

**Within the Convention Industry, the City’s Own Reports Show There is No Consensus on the Necessity for Contiguous Space**

The City’s own surveys demonstrate that, among Convention Center General Managers nationwide, there is far from a consensus on the contiguous vs. non-contiguous question. (“61% of Convention Center GM’s surveyed in 2009 responded with ‘all in one facilities’ when asked ‘(w)hat types of new convention center build and expansion projects will be most common going forward.”)

In addition, because the Convention Center Authority took a larger, non-contiguous expansion “off the table” (to use the words of the Authority’s own consultants), the reports submitted to the Authority did not even discuss the many convention facilities across the United States that make successful use of non-contiguous space, including the highly successful Moscone Center in San Francisco. In fact, convention center managers from other cities have said that non-contiguous space can create significant advantages because it allows for the simultaneous set up and take down of different conventions, something that is often not possible with contiguous space.

August 29, 2013

**RECEIVED**

SEP 05 2013

Members of the California Coastal Commission:

CALIFORNIA  
COASTAL COMMISSION  
SAN DIEGO COAST DISTRICT

Populous is the world's leading designers of sports facilities and convention centers. Since our inception in 1983, we have designed civic icons in more than 34 countries totaling \$30 billion in construction cost, worked with 30 NFL franchises, 24 Major League Baseball franchises, 80 professional and civic arena clients, 40 global soccer and rugby teams, 120 universities and 40 convention centers. In addition to such global icons as Yankee Stadium, the London Olympic Stadium and Wembley to name a few, we are proud of our work in your great city at PETCO Park and the University of San Diego's renovated ballpark which opened earlier this year. In addition to sports and convention center design, we also have been highly successful at selecting sites for these buildings. Selecting great sites helps make great buildings, grow urban areas and create lasting impressions on communities.

As a long-standing client of ours, the San Diego Chargers asked us to evaluate the possibility of designing and constructing a multi-use facility on the tailgate park/bus yards site in San Diego. Our charge was to evaluate whether a stadium could be adjusted to accommodate 250,000 square feet of convention space and also space for such major events, as such as the Super Bowl, the NCAA Final Four, political conventions, religious meetings, or concerts.

Our research and past experience has shown it is possible to do this and do it well. We feel this is a great opportunity to design a facility which serves a variety of uses, thus eliminating the need to build multiple facilities each with a single primary use. This is the essence of sustainability. A flexible building could be activated year round by maximizing the number of event days, and an operable roof could not only celebrate the ideal San Diego weather for NFL games but also close to provide the ideal environment for conventions and other indoor events. Further, a football facility can easily provide space for functions we design into our convention facilities. The field area and the use of retractable seating can provide a trade show floor with a full utility grid. The premium spaces required for fans on game day can also ideally serve the meeting and ballroom needs of the convention center. A premium kitchen which exists to serve patrons on game day can also serve all the needs of conventioners and functions using the ballroom and other facilities.

The facility's dual-use components would include:

- An Exhibition Floor (160,000 - 200,000 square feet): This would be provided by the field surface plus the inclusion of retractable seating at field level to provide the trade show floor area.
- Meeting and Ballroom Space (140,000 - 180,000 square feet). This exists within the stadium as premium club space. Designing to provide the meeting function does not limit the ability to provide for premium fans.
- Kitchen (16,000 square feet). This function exists within the stadium to provide for premium fans or banquet functions.

Again, our opinion is that a singular, flexible facility can be both successfully designed and sited on the downtown San Diego site.

Sincerely,

  
Dennis R. Welner  
Senior Principal



17696 Cumana Terrace  
San Diego, CA 92128  
September 23, 2013

Mary K. Shallenberger, Chair  
Dr. Charles Lester, Executive Director  
The California Coastal Commission  
45 Fremont Street  
San Francisco, CA 94105-2219

**RECEIVED**

SEP 26 2013

CALIFORNIA  
COASTAL COMMISSION  
SAN DIEGO COAST DISTRICT

Subject: Proposed Expansion of the San Diego Convention Center

Honorable Members of the California Coastal Commission,

We support your concerns about the San Diego Convention Center Expansion, in that the project will affect coastal access, impede bay views and have a negative impact on coastal resources.

Heywood Sanders, Professor of Public Policy at the University of Texas and the nation's expert on convention centers tells us that the convention and trade show business is declining and that there is a huge glut of convention center space in south west region of the United States.

The San Diego Convention Center Corporation is aggressively slashing prices it pushes for expansion. This does not bode well for San Diego Citizens whose vital needs are not being addressed.

The half a billion dollar expense for this project could be better spent for crucial public needs such as our infrastructure deficit, affordable housing, (41 thousand families on San Diego's waiting list for subsidized housing) and run down neighborhoods.

We strongly urge you to oppose this unnecessary project for the above stated reasons.

Thank you for your time and attention to our concerns.

Sincerely,

Cathy O'Leary Carey and John Carey

cc: City of San Diego  
Port District

**Hogan/Bennett 6005 Hughes Street San Diego CA 92115**

Sept 18, 2013

Sherilyn Sarb  
Deputy Director  
California Coastal Commission  
7575 Metropolitan Drive, Suite 103  
San Diego, CA 92108-4421

**RECEIVED**

SEP 19 2013

CALIFORNIA  
COASTAL COMMISSION  
SAN DIEGO COAST DISTRICT

BY FAX

**RE: San Diego Convention Center Expansion, Expansion Hotel, and Port Master Plan Amendment**

Dear Ms. Sarb,

Please add our names to the list of those opposing the current plan for the San Diego Convention Center Expansion, Expansion Hotel, and Port Master Plan Amendment.

We are particularly concerned about the impacts to the waterfront viewshed.

Despite specious claims to the contrary (most notably in the Port Commission's study, Section 4.1 which only takes into account views in the immediate vicinity of the project), the proposed expansion hotel, in particular, will further "wall off" the bay from those south and east of it.

The existing Hilton Bayfront Hotel already blocks significant portions of the Bay and Point Loma for many Golden Hill, College Area, and Mid -City residents and guests; doubling its size would be an even greater loss for those unfortunate enough to find themselves within its massive shadow.

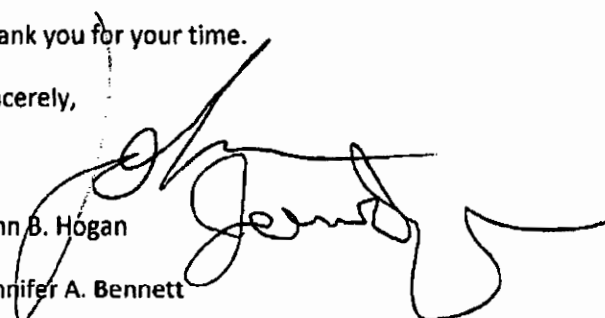
We urge you to take this issue into consideration when deciding on the project at your upcoming meeting.

Thank you for your time.

Sincerely,

John B. Hogan

Jennifer A. Bennett

A handwritten signature in black ink, appearing to be a combination of 'John B. Hogan' and 'Jennifer A. Bennett', written over a dotted line.

RECEIVED

SEP 23 2013

CALIFORNIA  
COASTAL COMMISSION  
SAN DIEGO COAST DISTRICT

A. E. Verna  
5157 Dawne St  
San Diego, CA. 92117

20 Sept '13

< al.verna@att.net >

Calif. Coastal Comm.  
S.D. District Office  
7575 Metropolitan Dr. Ste 103  
San Diego, CA. 92117

CCC — Subj: San Diego Convention Center Expansion

Please vote "No" and/or oppose the plan to  
expand the convention center — for these reasons:

1. The financing was 'under-handed' & most likely illegal — i.e. the 'TMD fee', that the big hotels & developers concocted!
2. The expansion is unnecessary — recent studies have indicated that competition in the U.S. for conventions is very intense & there are more convention facilities than there are conventions to fill them! Some facilities are offering deep price discounts thus nullifying the payback analyses.
3. The expansion will destroy any hope of having a view of the Bay — unless, of course, you're in a high-rise hotel!
4. Spending multi-multi millions \$ to try to keep a fad, like 'Comic-Con' is foolish!  
~~Convention~~ convention

What are we doing for the residents of S.D.?  
— Need to maintain infrastructure, roads, sewage facilities, parks, libraries —

Thanks  
A.E. Verna  
5157 Dawne St. S.D. CA 92117

# ColonyCapital, LLC

Thomas J. Barrack, Jr.  
Chairman and Chief Executive Officer

August 29, 2013

Honorable Members  
California Coastal Commission  
45 Fremont Street  
Suite 2000  
San Francisco, CA 94105-2219

RECEIVED

SEP 03 2013

CALIFORNIA  
COASTAL COMMISSION  
SAN DIEGO COAST DISTRICT

Dear Honorable Members of the California Coastal Commission,

On behalf of Colony Capital, LLC I write to urge that the California Coastal Commission seriously evaluate what we believe could be vastly superior alternatives to the San Diego Convention Center expansion plan now before the Commission.

In particular, Colony Capital is seriously exploring with the San Diego Chargers and other potential investors the construction of a multi-use facility in close proximity to the existing Convention Center but outside the coastal zone. Colony believes that this option is superior for the following reasons:

- The inclusion of convention space within a new, Super Bowl quality stadium with a retractable roof will be far less expensive for the City of San Diego and private investors than a separate Convention Center expansion project and a separate football-only stadium.
- The multi-use facility of the kind the Chargers and Colony are contemplating will vault the San Diego region into competition for the largest and greatest events both in the United States and across the globe. Without this sort of multi-use facility, these kinds of mega-events will never be attracted to San Diego, even if the Convention Center expansion plan before the Coastal Commission goes through.
- A downtown multi-use facility would allow the City of San Diego to free up a total of approximately 270 City-owned acres of land at the existing Qualcomm Stadium and Sports Arena sites. In short, a downtown multi-use project, outside of the coastal zone, could allow the City of San Diego to remake two of the area's most important neighborhoods with open space and mixed use development -- to the benefit of both surrounding communities and the City treasury.

In short, we believe that the City of San Diego can achieve all of its Convention Center-related goals, and much more, with a project that is more cost effective and that does not impact the coastal zone in any way. Indeed, having invested in major projects all over the world, it is difficult for us to believe that San Diego would ultimately choose to place a Big Box convention center building on the beautiful, irreplaceable waterfront when the City could, at less expense, create the most exciting convention experience in the country just a short distance away. We urge the Coastal Commission to seriously consider this alternative.

Sincerely,



Thomas J. Barrack, Jr.

2450 Broadway  
6th Floor  
Santa Monica, CA 90404  
Tel: 310.282.8820  
Fax: 310.282.8808

660 Madison Avenue  
Suite 1600  
New York, NY 10065  
Tel: 212.230.3300  
Fax: 212.593.5433

6, rue Christophe Colomb  
75008 Paris  
France  
Tel: 33 1 53.57.46.00  
Fax: 33 1 53.57.46.09

**Parker, Holly@Coastal**

---

**From:** Brooke Peterson <brooke.e.peterson@gmail.com>  
**Sent:** Monday, March 25, 2013 10:22 AM  
**To:** Parker, Holly@Coastal  
**Cc:** Vicki Estrada  
**Subject:** San Diego Council of Design Professionals- San Diego Convention Center Phase 3  
**Attachments:** CouncilDesignProfessionals\_Letter\_ConventionCenterExpansion.pdf

Dear Ms. Parker,

On behalf of the San Diego Council of Design Professionals (Design Council), we are submitting the attached letter regarding the proposed Convention Center expansion for the California Coastal Commission's consideration. We appreciate the opportunity to provide our comments and your assistance in ensuring this letter is forwarded to all Commissioners at the the California Coastal Commission.

Respectfully,

Vicki Estrada, ASLA

Brooke Peterson, AICP

2013 Co-Chair

2013 Co-Chair

Council of Design Professionals

Council of Design Professionals

**RECEIVED**  
MAR 25 2013  
CALIFORNIA  
COASTAL COMMISSION  
SAN DIEGO COAST DISTRICT

SAN DIEGO  
COUNCIL  
*of*  
DESIGN  
PROFESSIONALS

233 A Street, Suite 200  
San Diego, CA 92101  
Ph: (619) 232-0109  
Fax: (619) 232-4542

Mr. Charles Black  
Project Manager, City of San Diego  
c/o McKenna Long & Aldridge LLP  
600 W Broadway, Suite 2600  
San Diego, CA 92101

**RE: San Diego Council of Design Professionals  
San Diego Convention Center Phase 3**

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MAR 25 2013

CALIFORNIA  
COASTAL COMMISSION  
SAN DIEGO COAST DISTRICT

Dear Charles,

On behalf of the San Diego Council of Design Professionals (Design Council), we are submitting the following comments on the proposed Convention Center expansion for your consideration. We are very supportive of the expansion and recognize its importance to the San Diego economy. We appreciate the opportunity to provide our comments below on the project design to date. We hope to be a resource to you as the project design develops further and would appreciate the opportunity to meet to discuss our comments further.

- 1) The rooftop garden has the potential to be a spectacular urban asset for San Diego. The stairs and ramp are commendable efforts to provide public access to the rooftop park.
- 2) We ask the City to consider balancing the economic needs of the Convention Center expansion with the San Diego public's access to and view of our waterfront. This is one of the last remaining views and access points to the waterfront and it is crucial that it be maintained.
- 3) The Design Council recognizes the benefit of contiguous exhibition space that works well for larger conventions. However, the expansion creates a total unbroken street frontage of nearly 2,000 feet, further walling off the waterfront. The Design Council requests that the City reduce the street frontage and the encroachment into the view shed of the Phase 2 "triangle". Modifying the design to incorporate a two story Exhibit Hall could serve the

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The San Diego Council of Design Professionals is an interdisciplinary volunteer collaborative that meets regularly to discuss and formulate policy positions regarding planning and design issues relevant to the San Diego community. Its member organization are the American Institute of Architects, American Society of Landscape Architects, American Planning Association, American Institute of Graphic Artists, Urban Land Institute, Citizens Coordinate for Century Three, Partners for Livable Places, Newschool of Architecture, Woodbury University, American Society of Civil Engineers, San Diego Architectural Foundation, and independent artists. City, county and regional agencies, including the City and County of San Diego, SANDAG, and San Diego City Schools are represented in an ex-Officio capacity.

economic needs of the Center and preserve the need for an adequate public view corridor.

- 4) The 2002 South Embarcadero Design Guidelines Amendment suggests treating the space between the Convention Center and Hotel as an extension of Park Blvd. , The Design Council requests that the City review the design, particularly with regards to vehicular traffic movements, to reflect a more urban street condition.
- 5) The existing Convention Center was deliberately pulled back diagonally at the South corner in order to maintain the view corridor from 6th Ave. Further, it allowed views from the end on 7th Ave. and Park Blvd.

The proposed Convention Center expansion narrows the view from Harbor Blvd. to the width of Park Blvd. , maintaining only a minimal view corridor from Park Blvd. and virtually eliminates the others. The narrowed space is further eroded since the paved Convention Center loading access occupies most of the opening.

- 6) The building achieves its greatest height immediately adjacent to the Park Blvd. view shed. The Design Council requests that the City re-consider a design that steps the building back at the east side, as suggested in the competition entry, to reduce the visual encroachment into the view shed.
- 7) The Design Council commends the Design Team and City for developing a proposal that is substantially less than the original budget, and recognizes that funding for the design has been limited to date. As the Design Team develops the architectural design, The Design Council requests that the City consider the following:

- At Harbor Drive, consider "book end" architectural features to visually tie Phase 3 with Phase 1.
- The design, as depicted in the latest renderings, shows a single, unbroken wall plane at the east elevation, making the building look like an unadorned box. Changes in plane or offsetting elements could be considered, as suggested in the competition entry; and other architectural features to activate the eastern elevation.
- The Design Council considers the idea of "porches" overlooking the bay and Park Blvd. view corridor an interesting design feature. As the design develops, the Design Council requests that the Design Team continue the use of balconies at both the bayside and eastern elevations.
- Further consideration of the ramp design and its impact on the bayside elevation is important to consider in the project design.

- 8) At the bayside retail element, the Design Council requests that the City seriously consider the tenant mix and customer traffic in that area. To generate customer activity, a market evaluation should be performed to identify a typical customer profile and determine where the retail trade is coming from and how best to position the retail environment for maximum exposure. This is important to verify the viability of the retail element and long-term activity in that area.
- 9) The Design Council requests that the Design Team seriously consider the terminus of Park Blvd. as a key opportunity to provide a focal point and enhance the waterfront. This could become a complementary urban element to Seaport Village, and may help to further



reconnect portions of the waterfront that are currently disconnected. This is a critical opportunity to protect the last remaining waterfront view which is otherwise closed from Ruocco Park to the end of the Convention Center.

- 10) The Design Council urges the City and Port to make every effort possible to save the existing St. Phalle sculpture, and consider preserving it in place.

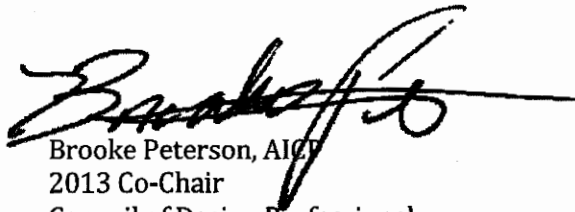
As the project's design develops, the members of the Design Council would like to assist you as a design and urban planning resource for the City and Port, and we look forward to the opportunity to discuss the concepts offered here. We recognize that a number of the suggestions herein apply to the Hilton expansion as well as the Convention Center, and we will forward these comments to our contacts at the Port Authority as applicable.

Thank you again for your time and efforts.

Respectfully,



Vicki Estrada, ASLA  
2013 Co-Chair  
Council of Design Professionals



Brooke Peterson, AICP  
2013 Co-Chair  
Council of Design Professionals

CC:

Senator Marty Block  
Assemblymember Toni Atkins  
Mayor Bob Filner  
Councilmember Todd Gloria  
Port Commissioner Chair Ann Moore  
Port Commissioner Vice Chairman Bob Nelson  
Port Commissioner Dan Malcolm  
Port Commissioner Lou Smith  
Port Commissioner Robert Valderrama  
California Coastal Commissioner Steve Blank  
California Coastal Commissioner Chair Mary K. Shallenberger  
California Coastal Commissioner Dayna Bochco  
California Coastal Commissioner Dr. William A. Burke  
California Coastal Commissioner Wendy Mitchell  
California Coastal Commissioner Jana Zimmer  
California Coastal Commissioner Martha McClure, Supervisor  
California Coastal Commissioner Steve Kinsey, Supervisor  
California Coastal Commissioner Carole Groom, Supervisor  
California Coastal Commissioner Brian Brennan  
California Coastal Commissioner Dr. Robert Garcia  
California Coastal Commissioner Esther Sanchez, Councilmember  
Sherilyn Sarb, Deputy Director, California Coastal Commission

**Lilly, Diana@Coastal**

---

**From:** Jeffrey Davis <jtrappdavis@gmail.com>  
**Sent:** Tuesday, September 24, 2013 1:09 PM  
**To:** Lilly, Diana@Coastal  
**Subject:** comments on the proposed San Diego Convention Center expansion

Ms. Lilly,

I spoke with Cory Briggs recently about the proposed expansion to the San Diego Convention Center and he suggested that I write to you.

First of all, I'd like to express my concern that the proposal degrades public waterfront access. The rooftop park proposed does not compensate for extending the length of the building and removing nearly all of the adjacent ground-level open space along the water. The southern half of the harbor downtown is mostly inaccessible to the public. The Convention Center site is key to that access and benefits from sitting right at the foot of the Gaslamp. Existing public uses at the site are already very limited and in need of substantial improvements. Where we could be restoring a real public waterfront connection, the current proposal moves in the other direction.

Besides the Convention Center building itself, waterfront access is inhibited throughout the area by car and rail traffic along Harbor Drive separating the harbor from downtown. Early proposals for the expansion included a bridge at 4th Avenue, which has since been cut to reduce costs. In all, I can't help but suspect that the poor public waterfront access in the proposal reflects aggressive cost cutting driving the design. The project was originally reported to be \$1-billion in 2009 and reduced in stages to \$520-million by the end of 2011. It may be that \$520-million isn't enough to both expand the facility and preserve/restore waterfront access. (That the current financing plan does not include any direct private funding indicates to me that more is possible.)

The question of the Convention Center's need for a contiguous facility has been raised. I have no expertise but think that is a plausible requirement. I don't however think that what is proposed is the only or best way to meet that.

To illustrate that contiguous alternatives exist, I made a quick sketch of an idea to "cut and cover" the adjacent section of Harbor Drive and rail lines, building the expansion and street-level public access above. I have additional comments there about some advantages of this sort of approach.

<https://plus.google.com/u/0/109356308251664342969/posts/cR2srkPtTmL>

As a San Diegan I've seen us squander many opportunities, settling for expediency and low cost. The Convention Center expansion is among the largest projects in the city's history. I want to see it done in ways that improve the overall fabric of the city. We can do better than what is proposed. (For the record, a bridge at 4th Avenue would be an improvement, but only a very small one in my opinion.)

Thank you for your time. If I can answer any questions or be any help, please let me know.

Sincerely,

Jeffrey Davis  
San Diego  
619-549-7643

Lilly, Diana@Coastal

---

**From:** Cory Briggs <Cory@briggslawcorp.com>  
**Sent:** Thursday, September 26, 2013 11:38 AM  
**To:** Lilly, Diana@Coastal  
**Subject:** Convention Center Expansion  
**Attachments:** 2013-08-26\_JCK.pdf

Diana:

Yesterday Steve Peace dropped off several pages of maps, designs, etc. showing an alternative site for a (non-contiguous) expansion of the convention center. He dropped those of for me, to be used during my presentation to the Coastal Commission next month on behalf of the San Diego Navy Broadway Complex Coalition and him. The docs were provided to me in response to the attached recent letter from me to JMI.

Please include them in the materials provided to the commissioners. Thanks.

Cory

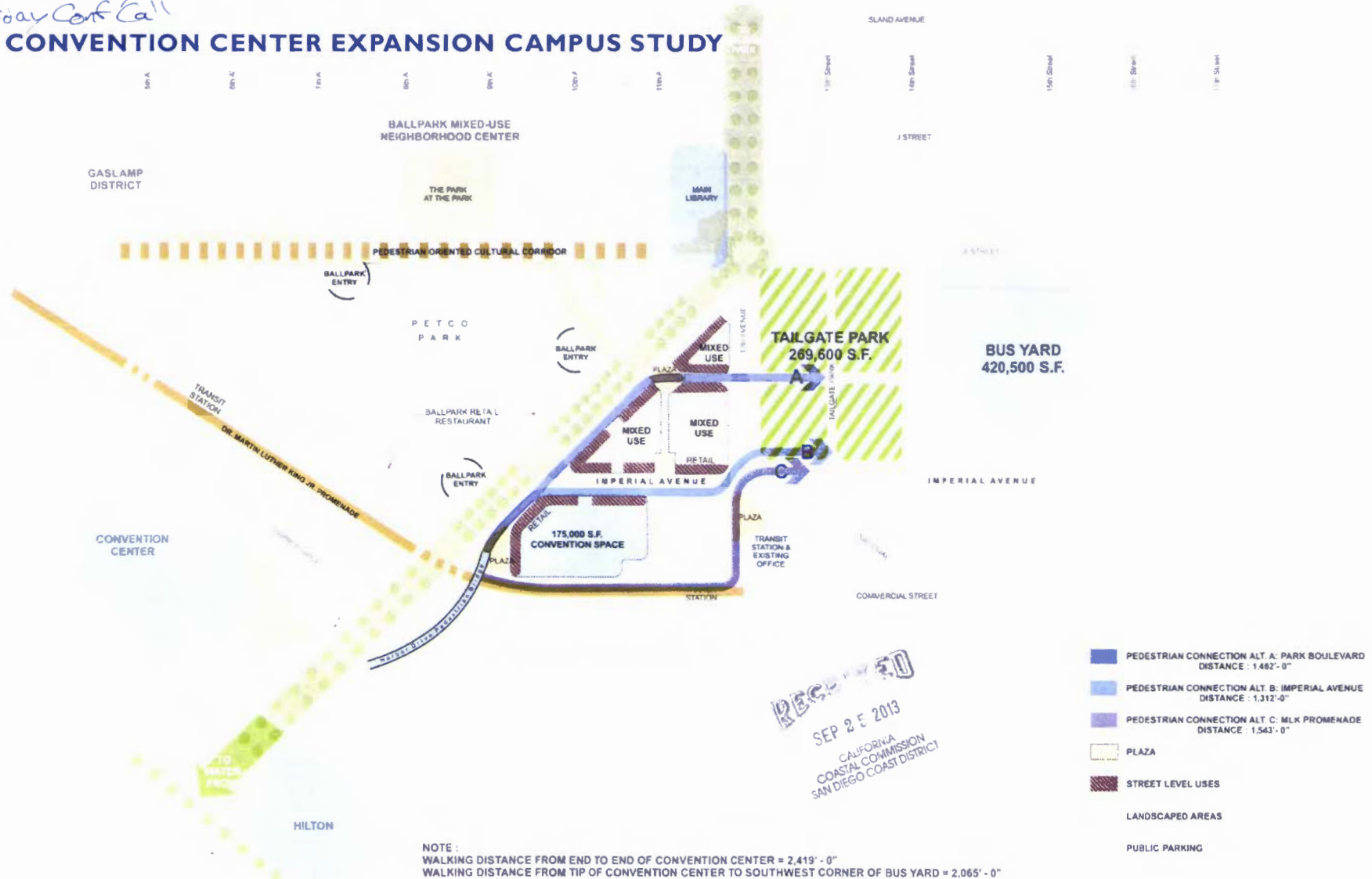
Cory J. Briggs  
Briggs Law Corporation  
San Diego County: 814 Morena Boulevard, Suite 107, San Diego, CA 92110  
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## CONVENTION CENTER EXPANSION CAMPUS STUDY









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CALIFORNIA  
COASTAL COMMISSION  
SAN DIEGO COAST DISTRICT

September 26, 2013

California Coastal Commission  
San Diego Coast District Office  
7575 Metropolitan Drive Suite 103  
San Diego, California 92108-4402  
(619) 767-2370

Sherilyn Sarb [ssarb@coastal.ca.gov](mailto:ssarb@coastal.ca.gov)  
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Diana Lilly [dlilly@coastal.ca.gov](mailto:dlilly@coastal.ca.gov)  
Geologist Mark Johnson (415-904-5245)  
[Mark.Johnsson@coastal.ca.gov](mailto:Mark.Johnsson@coastal.ca.gov)

Subject: Deny Convention Center Expansion and Port Master Plan Amendment.  
Based on Ignoring Viable Project Alternatives and Sites, Substandard Seismic  
Hazard Analysis and Mitigation for the Planning Area, and Illegal Hotel Tax  
Scheme Funding Without the Constitutionally required Public Vote.

Thursday, October 10, 2013. 25. Local Coastal Programs (LCPs).

**25d. Port Master Plan Amendment No. 45 (Convention Center Expansion II).** Public hearing and action on request by the Port District to amend its certified Port Master Plan to revise text, graphics, and project list to provide for the construction of a 740,000 square feet addition to the Convention Center; construction of a 5 acre rooftop park/plaza atop the Center, realignment and narrowing of Convention Way bayward, construction of a new 372-ft. high, 500-room hotel tower and associated ballrooms at the existing Hilton Hotel to the south. (DL-SD).

Dear California Coastal Commission:

Please DENY the Port Master Plan Amendment (PMPA) for the Convention Center Expansion based on three ignored public issues: Lack of Alternative Projects/Sites Analyzed, Hiding Scientific Evidence of Active Faulting in the Planning Area, and Denying the Public the Right to Vote on an Illegal Hotel Tax Increase Scheme based upon ignoring our California Constitution. Attached please find correspondence on these ignored issues dated June 29, 2012; May 7, 2012; April 24, 2012; May 18, 2011; and February 28, 2011.

The Four Project Alternatives analyzed in the Draft EIR did not include ANY Project Alternatives and Site Alternative brought by the public. The Port failed to analyze Alternative Projects including our proposed 15-acre Multi-Purpose NFL Stadium Contiguous Convention Center Expansion, instead of a stand alone 5-acre Convention Center Expansion with a roof top park.

Please deny the PMPA and force the Port to Analyze Alternative Projects and Sites including our 15-acre Contiguous NFL/Olympic Stadium and Convention Center Expansion, the Chargers preferred site in the East Village, the Marina in front of the original Convention Center adjacent the Marriott Hotel: Tenth Avenue Marine Terminal (TAMT), and an elevated platform over the Railroad and Trolley tracks adjacent Harbor Drive.

<http://www.portofsandiego.org/convention-center-expansion-project.html>

Also please required the Port to analyze our idea of a Full Tidelands Reclamation.

2. Substandard Seismic Hazard Analysis for the Port Master Plan Amendment.

The preliminary Geological Reconnaissance report in the Draft EIR is a great starting point, but not complete or the Standard of Care as part of the Port Master Plan Amendment (PMPA).

Fault Investigations in the EIR were only performed in a 5-acre area where active faulting is not suspected. Please confirm or deny any active faulting in our public Embarcadero from the Tenth Avenue Marine Terminal to the full North Embarcadero Visionary Plan area. In addition, CEQA required full Geotechnical and Fault Investigations, not just the preliminary Geological Reconnaissance reports included in the Draft EIR. Then according to the Seismic Safety Hazards Act, the Fault Investigation are required to be sent to the State Geologist for incorporation into updated Alquist-Priolo Maps.

State Geologist John Parrish has been quoted in news articles that the State is ultimately responsible for confirming or denying active faulting. Therefore before the next public hearing our State Geologist John Parrish should be consulted for advice on how to move forward to map and delineate the exact location of active faults and associated Fault Buffer Setbacks in the full Planning Area. Attached are new article on the Hollywood faults. John.Parrish@conservation.ca.gov 916-445-1825

3. Disengaging voters by allowing the City and Port, and CCFD to bypass Voters Constitutionally protected right to vote to increase Special Taxes, like TOT Hotel Taxes.

The Port and City of San Diego has been denying citizen taxpayers the Right to vote to increase Hotel Taxes on visitors. After denying the PMPA, our State Attorney General Kamala Harris should be contacted for legal advise on the sketchy funding plan. Our solution is Proposed Ballot Language for the final Special Election for Mayor after the primary on November 19, 2013.

Ballot Initiative to increase the City of San Diego's Transient Occupancy Tax (TOT) by five percent (5%), for a total maximum TOT Rate of 15.5 percent for sole use on Regional Public Infrastructure, Roads, and Public Park Lands for actual and tangible civic improvements.

"Shall the City Charter and San Diego Municipal Code be amended to increase the transient occupancy tax (TOT) paid solely by hotel and motel visitors by 5 %, from 10.5% to 15.5%, and shall the additional 5 percent increase in TOT funds be put into a trust and earmarked to fund regional public Capitol infrastructure, road repairs, Community Plan Updates, Regional Parks, coastal projects, and full Reclamation of our public tidelands; including an advisory approval for a desalination plant and cistern that would serve as a waterproof bathtub structural foundation for a privately funded, multi-purpose NFL Stadium and Contiguous Convention Center Phase III Expansion on State of California public tidelands in San Diego Bay; and shall public audits be conducted of the uses of these funds?"

Regards,

Katheryn Rhodes  
371 San Fernando Street, San Diego, California 92106  
[rhodes@laplayaheritage.com](mailto:rhodes@laplayaheritage.com) 619-523-4350



U.S. NEWS.

September 20, 2013, 6:11 p.m. ET

## Fault Line Splits Hollywood

*Drama Swirls Over Quake-Zone Mapping for Los Angeles Development Project*

By TAMARA AUDI



LOS ANGELES—The Hollywood fault, a 10-mile fracture running beneath the storied neighborhood, hasn't ruptured in at least 7,000 years. But it is causing plenty of upheaval on the surface. The Millennium Hollywood project, planned for the lot in the foreground, would see two towers rise next to the Capitol Records building, seen in background. A potential fault line is complicating development plans.

The fault has sparked a battle over a \$664 million residential and commercial tower project proposed for a site that may—or may not—have the fissure running through it. On one side are the site's developers, who say the fault concerns are overblown and a convenient issue for their critics on the other side, local residents opposed to the project's scale.

The uncertainty over the fault's location has also revealed a disconnect between state earthquake-safety law and local enforcement of that law. "The way the system is set up doesn't provide very rigorous oversight over whether or not you're building in a dangerous area," said Lucy Jones, senior science adviser for risk reduction for the U.S. Geological Survey, referring to flexibility in local enforcement of safety standards and a lack of government resources.

Since 1972, California law has banned building directly on top of active earthquake faults capable of rupturing the surface. Such faults could rip buildings apart as the two sides of the fault slide past each other in a quake. But state geologists, charged with mapping thousands of miles of active faults, still haven't mapped them all—including the Hollywood fault—which has left L.A. city officials to rely on older and less-detailed maps to make decisions about development.

The city isn't waiting for the state map to push ahead with a \$2.5 billion development pipeline in Hollywood meant to transform the scruffy tourist destination into an urban oasis—a plan championed by new Mayor Eric Garcetti. The Millennium Hollywood project, with two sleek towers flanking the landmark Capitol Records building, is considered the crown jewel of that effort. "It's taken 40 years for [the state] to get down here" and, map, said Luke Zamperini, spokesman for the department of building and safety. "We have our own geologists.... We get a pretty good idea of what's going on."

Developers of the towers submitted an environmental-impact report to the city based on an old city map that showed the fault nearly half a mile from their site. A more recent but less detailed map used by a different city department shows the fault about 200 feet from the site.

John Parrish, the state's geologist, told city officials the fault may run through the site itself, and said the state map would be finished by early next year. This summer, the city council approved the project anyway. "This is a matter of thousands of lives," said Robert P. Silverstein, the lawyer for a group of Hollywood-area neighborhood associations suing the city and developers to stop the project. "This is a fight to ensure that city hall cannot throw inconvenient laws and facts to the wind."

Developers called the allegations "specious." City officials and developers insist the project will be safe and said L.A. won't allow development over a fault.

"This is a manufactured controversy driven by our opponents who would like to stop the project," said Philip Aarons, a founding partner of Millennium Partners, the developer.

Millennium's developers will be required to conduct more testing on the site before they can get building permits—as the state map would have likely required anyway—city officials and developers noted. Mr. Silverstein says the additional testing wouldn't have happened without neighbors publicly raising concerns about the fault.

California has so far mapped 5,000 miles of active surface faults on 553 maps across the state—or about 60% of the known active surface faults. The maps create study zones around faults. If a development falls within that zone, the developer is required by law to conduct geological testing before building. The state has about 300 more maps to produce.

Some local governments, like Los Angeles, had their own fault-zoning programs, so California "focused its limited funding assets on other population areas," said Mr. Parrish, the state geologist. He said despite the situation in L.A., he believes most local governments are properly enforcing the law. Local governments have to balance economic development with safety and can't be expected to put development on hold, said Richard McCarthy, head of the state's Seismic Safety Commission. "If the state map's not coming out for five years, that's a problem for local government," he said.

Many communities have produced their own maps while waiting for the state map, or turned to academic or federal government experts for mapping help, but the accuracy varies, seismic safety experts said. Local officials also have leeway in making decisions about the extent of the geological testing. And, though the state recommends setting a building back at least 50 feet from a fault, local officials can permit developers to build closer to the fault. California, with thousands of active faults, as well as experience with large, devastating quakes, is considered advanced when it comes to earthquake safety regulations and building codes, compared to other quake-prone states.

Scientists believe the Hollywood fault last ruptured between 7,000 and 9,500 years ago—barely a long weekend on the geologic time scale—and say the fault is capable of unleashing a 7.0 magnitude quake. From his office overlooking the site of his future project, with the Hollywood sign framed through a window, Mr. Aarons said he is optimistic about moving ahead, although two lawsuits filed against the project will delay his plans to break ground next year.

On Friday, opponents suing the Millennium project called for an ethics investigation into the city's head of building and safety, which issues construction permits, over a "possibly improper relationship" with developers. Opponents said the department head's son had an internship with the law firm representing the developer at city hall. A spokesman for the department didn't immediately respond to a request for comment. Even if a portion of the fault is found to cross the site, he said, the size of the nearly 4½-acre site allows him flexibility to build so the towers aren't on top of the fault—if it is there at all, he said. "The Hollywood fault is somewhere," Mr. Aarons said. "I think people will feel better when they know where it is. I think I know where it isn't."

*A version of this article appeared September 21, 2013, on page A3 in the U.S. edition of The Wall Street Journal, with the headline: Fault Line Splits Hollywood.*



<http://www.laweekly.com/2013-09-19/news/hollywood-fault-millennium/full/>

How the Hollywood Fault Made Millennium's Future Uncertain, and L.A. a Laughingstock

**By Gracie Zheng** Thursday, Sep 19 2013. *Note: An unedited version of this story was inadvertently published online on Sept. 18. This is the edited version. See factual correction at end.*

The Los Angeles City Council rushed through its approval of the Millennium skyscrapers in Hollywood amidst fiery opposition, ignoring an unusual warning from California's top geologist that a major earthquake fault study had to be undertaken before permits could legally be issued. Now, other killer fault-riddled California cities are marveling at the blunder that has prompted Hollywood residents to sue the city of L.A. and Millennium Hollywood LLC for knowingly planning 35- and 39-story towers atop a suspected "rupture fault" capable of opening the Earth, splitting buildings in half — and causing massive death.



**PHOTO BY TED SOQUI.** Aaron Epstein stands on Carlos Street. Blvd 6200, a \$200 million complex that may illegally sit atop the Hollywood rupture fault, is underway just beyond.

The Hayward Fault runs 50 miles through the East Bay, near the Oakland Hills and through the Oakland Zoo and Mills College. Like the Hollywood Fault, it's a rupture fault that can rip open the Earth — not just violently shake it like typical dangerous faults in L.A. It's a "known killer" that produced a 7-magnitude quake in 1868.

"If a project like [Millennium] were proposed in Oakland, before a decision could be made on the project, we would require geological study to pinpoint exactly where the active fault is within this larger fault zone," says Ed Manasse, Oakland's strategic planning manager.

In fact, under the state's Alquist-Priolo Act, to avoid catastrophic deaths from rupture quakes, no new buildings intended for human use can be built atop, or within 50 feet of, a rupture fault. In the city of Hayward, Gary Lepori of the Development Services Department draws a parallel between the behavior by L.A. leaders in not abiding by the Alquist-Priolo Act and the bizarre hubbub in Benidorm, Spain, when news broke in August about a 47-story skyscraper built without elevators. Reports of that civic screwup later turned out to be untrue. Still, Lepori ventured, "Do those kinds of mistakes happen to a degree in Hollywood? They let things get too far before they looked at stuff. Make sure it's safe." It's not yet clear who let the Millennium get too far, or why.

In July, Gov. Jerry Brown's appointee, powerful State Geologist John Parrish, alerted L.A. City Council president Herb Wesson that the Millennium Towers might fall directly within Hollywood's "rupture fault" zone — a geologically treacherous area known to geologists but not the public. It is bounded, roughly, by Las Palmas Avenue, Gower Street, Franklin Avenue and Carlos Street just north of Hollywood Boulevard.

Like the Hayward Fault, it is capable of a killer, 7-magnitude quake. Yet its existence has remained a virtual secret among civic boosters and city leaders bent on remaking the aging area — and luring thousands of new residents and office workers. One \$200 million residential-retail complex, Blvd 6200, is half-finished. It may well rest — illegally and precariously — within 50 feet of the fault along Carlos Street. Experts don't know what to make of the antics at City Hall. "If a building sits on top of a fault that breaks the surface," Parrish says, "it's very dangerous ... because the ground is splitting in two."

For years, Mayor Antonio Villaraigosa, then-Hollywood City Councilman Eric Garcetti and city planning director Michael LoGrande — cheered on by the Hollywood Chamber of Commerce — have pressed for high-rise density in Hollywood. Then, this year, lawyers hired by residents fighting the Millennium skyscrapers obtained stunning emails showing that L.A. City Geologist Dana Prevost met with a Millennium project team in 2012 and discussed the fact that a quake fault might run right through the controversial twin skyscraper site at Vine and Yucca streets. Prevost never went public about this knowledge. In fact, the emails showed, Prevost privately admitted to the



build right adjacent to the fault line," probably referring to Blvd 6200. In Hayward, Oakland and 103 other California cities containing more than 5,000 miles of active fault traces, the state is responsible for mapping and zoning their suspected faults.

"All of those [cities] are very good about honoring those zones and enforcing special studies for faults within the zones," State Geologist Parrish says.

In Oakland, officials begin by definitively determining if a project for human occupancy is within a fault zone, then making sure it's at least 50 feet from any rupture fault. "If we don't know if it's [on top of an actual] fault, then the city of Oakland wouldn't be able to approve the project," Manasse stresses. "Individual cities can make certain parts of the regulations more strict, but they can't make them less strict."

It is the state's responsibility to map such earthquake faults and zones, as it has done meticulously statewide.

Confusion reigns over why a definitive fault zone was not drawn for Hollywood — a dense, old community perched atop a potential time bomb — while rural areas facing far lesser threats were fully studied and zoned. Years passed, and Villaraigosa, LoGrande and Councilman Garcetti arrived on the scene, pushing their density dreams for Hollywood with far taller, bigger buildings containing far more people.

Using incomplete boundaries and fault lines mapped years ago in Hollywood by state geologists, city officials started guessing where the fault did and did not go, approving projects — and failing to conduct strictly required, geological site investigations to make certain no new buildings were erected atop or within 50 feet of the fault.

Then, in July, having no idea of the precise location of the fault, the L.A. City Council blindly voted, 13-0, to approve the twin skyscrapers on a block that's suspected to fall within or next to the earthquake zone.

The existing state geological maps show dotted instead of solid lines where the quake zone is believed to run below Franklin, Las Palmas, Carlos, Gower and other streets. Now, Parrish and a state team have stepped in to investigate and map the Hollywood Earthquake Zone and its faults.

As the Weekly reported in July, three other big projects next to or atop the suspected rupture fault have already been granted various approvals by city officials:

—The elegant, massive Blvd 6200 complex with more than 500 luxury residential units and extensive retail between Carlos and Hollywood Boulevard near Argyle Avenue is partly built and may not be fit for habitation if the state discovers that it's within 50 feet of the rupture fault. If that's the case, the cost for lawsuits — which might be borne by city taxpayers — could rise into the stratosphere. Of course, the developers could be liable, too. In their environmental impact report, the Blvd 6200 developers insisted that the nearest fault zone to their project by the Pantages Theater was the Newport-Inglewood Fault -- five miles away in Culver City.

—6230 Yucca St., a 16-story mixed-use tower of apartments and retail, appears to sit illegally inside the fault zone. It has not been built but was approved by the apparently clueless, avidly pro-density, L.A. City Planning Commission.

—Argyle Hotel at 1800 N. Argyle, a 16-story hotel with 225 hotel rooms, 6,000 square feet of meeting space and 3,000 square feet of residential space, appears to sit next to the fault zone. It has not been built but was approved by the apparently equally clueless City Planning Department.

Aaron Epstein, 83, has lived in Hollywood since 1934; he owns the charming old Artisan's Patio on Hollywood Boulevard (City Historic Landmark No. 453) and pitched in \$5,000 to sue the city and developer to stop Millennium from being built. His father, Louis Epstein, owned famed Pickwick Bookshop on the boulevard, now gone. "What upsets me is our ... elected officials at City Hall," Epstein says. "We have six neighborhood council organizations surrounding the project. Five of them have voted against the project." He notes that just one neighborhood council wanted the skyscrapers — the Central Hollywood Neighborhood Council, dominated by the Hollywood Chamber of Commerce, whose vice president, Laurie Goldman, is a consultant to the Millennium developers. Epstein is fed up with City Hall, and says Hollywood's District 13 City Councilman Mitch O'Farrell is "representing an out-of-state developer," and if so should "resign from office. He has no business saying he is a representative when he is just voting for whoever makes the biggest contribution to his political campaign."

**Correction:** An earlier online version of this story misreported that the Millennium developers produced an EIR claiming that the nearest fault zone to their project was five miles away in Culver City. In fact, that claim was made by the developers of Blvd 6200, which was misidentified as 6200 Blvd.

June 29, 2012

Port of San Diego  
3165 Pacific Highway  
San Diego, California 92101  
Attention: Anna Buzaitis [abuzaiti@portofsandiego.org](mailto:abuzaiti@portofsandiego.org)

Subject: Public Comments for the Draft Environmental Impact Report.  
Convention Center Phase III Expansion, Expansion Hotel Project, and  
Port Master Plan Amendment (UPD-83356-EIR-855; Sch #2010121004)

Dear Port of San Diego:

For the last 6 years since 2006, the Port of San Diego, City of San Diego, the former CCDC, the North Embarcadero Visional Plan (NEVP) Joint Powers Authority (JPA), and now the State of California Coastal Commission (CCC) has allowed publically paid for scientific evidence of active faulting to be hidden from the public through a piece-meal approach for several development projects.

Instead of requiring full Geotechnical and Fault Investigations for public trust tidelands, all government officials have not enforced the State's Seismic Safety Act (SSA) that requires scientific investigation to confirm or deny active faulting, and for the reports and analyzes to be sent to the State Geologist for incorporation into updated Alquist-Priolo maps.

By using the piece meal approach, active faulting identified on Caltrans maps does not match maps published by the City of San Diego, Seismic Safety Element of the General Plan, SANGIS, County of San Diego, State Alquist-Priolo, California Geological Survey (CGS), and the USGS. Caltrans has identified active faulting in the North Embarcadero, Seaport Village, Old Police Headquarters, and Ruocco Park trending to the Navy Broadway Complex (NBC). Caltrans has also delineated active faults through the original Convention Center built in 1985. Active faulting and ongoing creep movement may be responsible for water intrusion and constant 24 hour pumping required to keep the 2 story Convention Center subterranean parking garage dry. Alquist-Priolo maps also show presumed faulting on the Tenth Avenue Marine Terminal (TAMT).

Fault investigations in the draft EIR specifically does not include areas where active faulting is presumed including discussion on presumed active faults identified above. In fact fault investigations in the Draft EIR were only performed in areas where active faulting is not suspected. Please confirm or deny any active faulting in our public Embarcadero from the Tenth Avenue Marine Terminal to the full North Embarcadero Visionary Plan area. In addition, CEQA required full Geotechnical and Fault Investigations, not just the preliminary Geological Reconnaissance reports included in the Draft EIR.

Regards

Katheryn Rhodes and Conrad Hartsell MD  
371 San Fernando Street  
San Diego, California 92106  
619-523-4350 [rhodes@laplayaheritage.com](mailto:rhodes@laplayaheritage.com)



May 7, 2012

City Council, Mayor Sanders, City Attorney Goldsmith  
City of San Diego  
202 C Street  
San Diego, California 92101

Subject: Parallel Alternative Transient Occupancy Tax (TOT) Vote for November 6, 2012.  
Item 150 of City Council Hearing Monday, May 7, 2012.  
Convention Center Facilities District (CCFD) No. 2012-1 Validation of Special Tax.

References: [www.tinyurl.com/20120507b](http://www.tinyurl.com/20120507b) Item 150 Backup documentation.  
<http://www.tinyurl.com/20120103a> Ballot Language for a 5 percent increase in TOT  
for public infrastructure, roads, and park land only.  
<http://www.tinyurl.com/20111225> Backup documentation.

Dear City of San Diego:

Please consider a parallel alternative 5 percent city-wide Transient Occupancy Tax (TOT) ballot language to be approved by the City Council for the public election of November 6, 2012. An alternative plan is required to pay for the Convention Center Phase III Expansion, just in case the "Special Tax" to bond \$575 million is not found valid by the Superior Court the City is required to issue a "Notice of Cessation of Special Tax Lien," and the TMD cannot be revived in 2013.

As stated by outside special legal counsel, Orrick Herrington & Sutcliffe LLP in their September 22, 2011 letter to the City of San Diego; Orrick ***"will not be providing an opinion to the City of San Diego on the legality of the City's proposed Convention Center Facilities District enabling ordinance. This letter is expressly not such an opinion... We believe the San Diego Superior Court should properly be able to issue its validation judgment upholding the enabling ordinance and the Convention Center Facilities District."***

The current 2 percent Tourist Marketing District (TMD) and its annual \$28 million in new revenue are set to expire on December 31, 2012, after five years. The 1 to 3 percent Special Tax validation claim to the courts may take up to one year to validate. There is a great chance that the City of San Diego and the Convention Center Phase III Expansion project will be in financial trouble if a TOT is not put on the ballot, just in case. There is nothing to lose by trying.

According to Resolution-2008-451, Document No. RR-303226 linked below, the TMD is for five years, "commencing on January 1, 2008, and terminating on December 31, 2012."  
<http://www.sandiego.gov/treasurer/pdf/r303226.pdf>. The origins of the 2 percent city-wide TMD is that the San Diego region was leaving good money on the table (TMD = \$28 million this year) by Taxpayers refusing to increase the visitor-paying TOT by 2.5 percent to 13 percent by two public votes in 2004. The reasons why taxpayers voted no both times was because of the specific wording in the ballot proposals, that either gave the hotel industry more money as a percentage (March 2004), or any Tax Increase would go to the General Fund and be spent of City Pensions without the required reforms (November 2004).

Beside the legality of a Special Tax; with no public vote to increase the TOT on November 6, 2012, and the TMD expiring on December 31, 2012, many San Diego institutions may not have a secure source of funding in 2013 and beyond, including, but not limited to:

- The San Diego Convention and Visitors Bureau CONVIS \$6,450,000.
- Competitor Group Rock and Roll Marathon \$145,510
- San Diego Bowl Game Association (Poinsettia Bowl and Holiday Bowl) \$375,000.
- San Diego Sports Commission \$395,391.

Please consider a parallel and alternative financing plan to the TMD and Special Tax through a public 5 percent TOT vote for a new multi-purpose NFL Stadium and contiguous Convention Center Expansion on our waterfront for public infrastructure, roads, and regional parks only. The TOT increase would come with the condition that all workers receive at least the minimum Living Wage, and our San Diego Convention Center would be under public control.

The current TMD end on December 31, 2012; and according to the news the latest Hoteliers vote to increase the TMD up to 3 percent will not be decided by the courts until next year. Therefore, there is a huge potential for the San Diego area to lose the current 2 percent TMD which has a budget of \$28 million (\$27,974,946) for FY 2012, and the up to 3 percent Special Tax, if a 5 percent TOT increase is not pursued on the November 6, 2012 election.

Our parallel Alternative Ballot language for the November 6, 2012 election keeps union and public control of the San Diego Convention Center Corporation (SDCCC); meets all the needs for Contiguous expansion; and forces the Chargers, NFL, and business interest to actually pay for a structure by continuous use throughout the year.

Regards,

Katheryn Rhodes and Conrad Hartsell, MD  
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April 24, 2012.

Subject: San Diego Democrats should not be afraid to put a 5% TOT on the November 6, 2012 Ballot. Analysis and History of City of San Diego's 10.5% Transient Occupancy Tax (TOT); Original 5-year Tourist Marketing District Tax (TMD) of 2% which expires December 31, 2012; and the newly approved 1% to 3% TMD Special Tax for a Convention Center Facility District.

Dear San Diego Citizens and Democrats:

**Problem:** The City of San Diego has a low Transient Occupancy Tax (TOT) Rate compared to other cities in California and tourist destinations in the United States of America. [www.tinyurl.com/20100216a](http://www.tinyurl.com/20100216a)

Due to Republicans, developers, and the hoteliers influence; San Diego Democrats are scared to put forward a 5 percent Transient Occupancy Tax (TOT) on visitors on the November 6, 2012 ballot for fear of being called tax and spend Liberals, and fear of Failure. Instead, the Democrats are allowing San Diego Republicans, developers, and the hoteliers to privately increase the City of San Diego's hotel tax rate by 5 percent for an effective 15.5 percent rate, through an extension of the current 2 percent Tourist Marketing District (TMD) which is set to expire on December 31, 2012; and without the requirement for a public vote of the people.

San Diego's 10.5 percent Transient Occupancy Tax (TOT) Rate has been the same for the last 18 years since it was increased on June 20, 1994, by Ordinance O-18078 N.S. Ten years later in 2004, two ballot measures to increase San Diego's TOT Rate were rejected by voters. Please see Appendix A for news articles and documentation from the County Registrar of Voters for the two failed proposed TOT increases in 2004, and the failed half-cent sales tax increase for the City of San Diego's General Fund in 2010 including ballot arguments in favor and against the proposed City of San Diego Tax increases.

[http://www.voiceofsandiego.org/opinion/slop/article\\_4793aefc-70f9-11e0-936f-001cc4c002e0.html](http://www.voiceofsandiego.org/opinion/slop/article_4793aefc-70f9-11e0-936f-001cc4c002e0.html)

*"The idea is to **both renew the existing levy** and then increase it to pay for the expansion. And increase it in levels. So, visitors to the hotels closest to the Convention Center will pay a higher fee than those farther away and so on in concentric circles throughout the city. There are two problems: 1) The original 2 percent levy is scheduled to expire soon. 2) It's unclear whether extending it and maybe adding to it would require a vote of the people, especially in light of a new law, Proposition 26, that requires that anything that looks like a tax be subject to the vote of the people."*

[http://ballotpedia.org/wiki/index.php/California\\_Proposition\\_26,\\_Supermajority\\_Vote\\_to\\_Pass\\_New\\_Taxes\\_and\\_Fees\\_\(2010\)](http://ballotpedia.org/wiki/index.php/California_Proposition_26,_Supermajority_Vote_to_Pass_New_Taxes_and_Fees_(2010))  
*"California Proposition 26, or the Supermajority Vote to Pass New Taxes and Fees Act, was on the November 2, 2010 ballot in California as an initiated constitutional amendment, where it was approved."*

In 2005, after losing both 2004 public elections to raise the Transient Occupancy Tax (TOT) San Diego Hoteliers, Republican leadership, Mayor Sanders, and the Regional Chamber of Commerce started the formation of the San Diego Tourist Marketing District (SDTMD) which started collecting the 2% TMD taxes on January 1, 2008 for a 5 year trial period. The current San Diego Tourism Marketing District agreement is scheduled to sunset on December 31, 2012. For Fiscal Year 2009 the private TMD collected \$25,855,175 in projected assessments from hoteliers. For Fiscal Year 2012, the 2 percent TMD revenue has increased to \$27,974,946.

The San Diego Tourism Marketing District (SDTMD) is a private nonprofit, mutual-benefit corporation dedicated to improving tourism and hotel room night consumption in the City of San Diego. <http://www.sdtmd.org/>

Currently the self-serving SDTMD is working on a Renewal and Increase of the private TMD to a maximum of 5 percent for downtown hotels near the Convention Center Phase III Expansion, and 3 percent for outlying hotels in La Jolla and San Ysidro, for a total effective Hotel Tax Rate of 15.5 percent (TOT + TMD) within the City of San Diego. The formation of a Convention Center Facilities District allows the City of San Diego to incur bonded indebtedness up to \$575 million with a "Special Tax" through the TMD to finance the Third Convention Center Expansion with annual projected Special Tax revenues of \$35.7 million annually. [www.tinyurl.com/20120124a](http://www.tinyurl.com/20120124a)

The local Republican hoteliers' Tourist Marketing District (TMD) financing plan for the Third Convention Center Expansion includes a specific clause that will allow the most expensive and profitable smaller conventions to be moved from our public Convention Center to the private Manchester Grand Hyatt, Mission Bay, La Jolla, Mission Valley, and other local non-unions hotels who refuse to pay their workers San Diego's minimum Living Wage of \$13.37 per hour. The TMD Hoteliers are content with paying non-union hotel employees the California Minimum Wage of only \$8.00 per hour, a 41% decrease to the Living Wage to order to create private profits for millionaires from a private tax scheme, that may be declared illegal due to passage of Proposition 26 in 2010.

[http://www.sandiego.gov/administration/pdf/lwo\\_wage\\_rates.pdf](http://www.sandiego.gov/administration/pdf/lwo_wage_rates.pdf)

<http://www.dol.gov/whd/minwage/america.htm#California>

**March 2, 2004 – Proposition C. Emergency Services, Roads, Parks, Tourism and other Specified Uses Ordinance.** <http://www.co.san-diego.ca.us/voters/Eng/archive/200403bull.pdf>

*"Shall the City increase the transient occupancy tax (TOT) paid by hotel and motel visitors by 2.5%, and shall these funds, along with some current TOT funds, be earmarked to fund Fire-Rescue and Police emergency services, equipment and facilities; road improvements; park and coastal improvements; tourism promotion; and library and arts programs; and shall public audits be conducted of the uses of these funds?"*

The March 2, 2004 Proposition C required 2/3 voter approval to increase the TOT by 2.5 percent, for a total TOT rate of 13 percent. The Ballot measure failed with 152,207 votes (61.76%) Yes, and 94,140 votes (38.24%) No. The funds from Proposition C would have mainly gone to ConVis administration and Public Safety pensions including Fire-Rescue and Police emergency services, and not necessarily for visitor-serving projects or the City of San Diego's General Fund.

Proponents of the March 2, 2004 Proposition C included the San Diego Lodging Industry Association, San Diego City Firefighters, and the San Diego Police Officer Association.

Opponents of Proposition C included Richard Rider, J. Bruce Henderson, Norma Damashek, and the San Diego Union Tribune Editorial page.



**November 2, 2004 – Proposition J. Emergency Services, Roads, Parks, Tourism and other Specified Uses Ordinance.** <http://www.co.san-diego.ca.us/voters/Eng/archive/200403bull.pdf>

*“Transient Occupancy Tax. Shall the City Charter and San Diego Municipal Code be amended to increase the transient occupancy tax (TOT) paid solely by hotel and motel visitors from 10.5% to 13% to be used for general governmental purposes?”*

The November 2, 2004 Proposition J required majority (50%) voter approval to increase the TOT by 2.5 percent, for a total TOT rate of 13 percent. The Ballot measure failed with 175,031 votes (41.59%) Yes, and 245,805 votes (58.41%) No. The funds from Proposition J would have gone directly to the City of San Diego's General Fund, and towards Pension payments.

Proponents of the November 2, 2004 Proposition J included the San Diego City Firefighters, San Diego Police Officer Association, William Lansdowne Chief of Police, and Norma Damashek – Vice President of the League of Women Voters.

Opponents of Proposition J including the San Diego Lodging Industry Association, Howard Jarvis Taxpayer Association, the San Diego County Taxpayer Association, and the San Diego Union Tribune Editorial page.

San Diego Hoteliers were against the November 2, 2004 TOT increase, and marketed Proposition J as a "Pension Tax" into the City's General Fund with no benefits for Hoteliers or tourist interests. Hoteliers stated that ANY increase in TOT would make San Diego less attractive for conventions and business travel.

However, now in 2012, the private hoteliers are trying to self-assess a 5 percent TMD Hotel Tax Increase and take over operational control our public San Diego Convention Center Corporation.

**Solution:** Proposed Ballot Language for a November 6, 2012 Ballot Initiative to increase the City of San Diego's Transient Occupancy Tax (TOT) by five percent (5%), for a total TOT Rate of 15.5 percent for sole use on Regional Public Infrastructure, Roads, and Public Park Lands for actual and tangible civic improvements.

***“Shall the City Charter and San Diego Municipal Code be amended to increase the transient occupancy tax (TOT) paid solely by hotel and motel visitors by 5.%, from 10.5% to 15.5%, and shall the additional 5 percent increase in TOT funds be put into a trust and earmarked to fund regional public Capitol infrastructure, road repairs, Community Plan Updates, Regional Parks, coastal projects, and full Reclamation of our public tidelands; including an advisory approval for a desalination plant and cistern that would serve as a waterproof bathtub structural foundation for a privately-funded, multi-purpose NFL Stadium and Contiguous Convention Center Phase III Expansion on State of California public tidelands in San Diego Bay; and shall public audits be conducted of the uses of these funds?”***

The San Diego Convention Center Taskforce estimated that each one (1 %) increase in the City of San Diego's TOT rate would create approximately \$14.7 million in new revenue for the City of San Diego. Therefore a five (5 %) increase to the City of San Diego TOT would provide San Diegans with an annual \$73.5 million for use on public infrastructure, roadway, and parks.

A specific percentage of the increase in TOT (maybe 2%) could be allocated to deferred maintenance to keep our regional public parks open creating jobs for the unemployed and youth. Regional parks include beaches, Balboa Park, Torrey Pines, San Diego River, San Dieguito River, Otay Valley Regional Park, Palomar Mountain, Mission Bay, Mission Trails, etc.

In addition, funding would be provided to train San Diego County citizens for the FEMA-approved Community Emergency Response Team (CERT), which includes liability insurance for Volunteers. With FEMA Liability Insurance, local CERT Volunteers and retired citizens could then work on regional park projects for free, without the need to Meet and Confer with the local Unions.

As part of the Advisory approval, the first public infrastructure project would include a CEQA/NEPA analysis for a multi-purpose NFL Stadium and contiguous Convention Center space on our public Waterfront. The public would pay for the structural foundation for a full reclamation of our tidelands, a desalination plant, use of Embarcadero Marina Parks at Football Tailgate areas on Sunday, and any mitigation required. If the multi-purpose NFL Stadium and Contiguous Convention Center Expansion does not get the private funding required to build the structure without taxpayer subsidizes, then the full 5 percent increase in the TOT would go to other public infrastructure, roads, and park projects. Taxpayers want to see tangible physical results of higher taxes to improve the City of San Diego's quality of life.

A multi-purpose Convention Center Expansion and NFL Stadium is a great idea that should not be discarded just because the Convention Center Board cannot be bothered looking into alternative plans. Publically financed Convention Centers and Stadiums share the same function of bringing San Diegans together to share a civic experience. [www.tinyurl.com/20110124a](http://www.tinyurl.com/20110124a)

We are proposing that regional San Diego leaders get together and try to get the same deal as the City of Los Angeles with the NFL, AEG, and Farmers Insurance paying for the 15-acre multi-purpose Stadium and Convention Center structure. In San Diego, the rich AEG Live already books all acts at the Sports Arena, Humphrey Concerts on the Bay, etc. Farmers Insurance Open sponsors the annual February Torrey Pines PGA Golf Tournament. If the 5 percent increase in TOT is approved in November 2012, a Joint Powers Authority (JPA) would be created by the full San Diego County Region to analyze if a new NFL Stadium/Convention Center Expansion could pay for itself by constant use. If not, then a stadium would not be built.

No one in San Diego has marketed a new stadium in San Diego instead of Los Angeles to the rich NFL, AEG, or Farmers Insurance private corporations. San Diego can use the already started CEQA and Draft EIR process for the planned Convention Center Phase III Expansion with only the need for additional seismic and contaminated soils information. <http://tinyurl.com/20110128>

<http://www.bizjournals.com/dayton/news/2011/12/08/nfl-tv-rights-may-top-24-billion.html>  
The NFL just signed a \$24 BILLION contract for their television football rights from 2013 to 2021. Just like at Farmers Field in Los Angeles; AEG, the NFL, the Chargers, and Farmers Insurance would pay for the actual translucent structure. If the Billionaires cannot pay for the structure by constant use, then the project would not be built. The site on the waterfront is 15 acres in size. Just like Farmers Field in Los Angeles. Therefore the great LA design can be moved to our iconic Waterfront <http://farmersfield.com/> The privately funded structure would be marketed directly to the NFL owners and players to include an NFL Experience on site, while lobbying the



NFL to declare the City of San Diego as their West Coast Headquarters. San Diego would be marketed as a Sports Tourism and Eco-Tourism destination in conjunction with Petco Park.

Full Tidelands Reclamation of public tidelands would create valuable waterfront subterranean space for parking, urban storm water capture, industrial uses, and Port operations. Full Reclamation of our Tidelands down to formation material would get rid of the Seismic Hazard of Liquefaction, and help clean San Diego Bay.

Currently, the Port's clean up plans include moving toxic contaminated soils from the Shipyard sediment location in east San Diego Bay to the old Convair Lagoon near the Coast Guard Headquarters on North Harbor Drive.

Our wording has Taxpayers paying for the infrastructure, mitigation, and foundation. And just like LA; private funding of the actual stadium building, and all costs overruns would be the responsibility of the developer. All without raising taxes on locals, and without the use of Redevelopment Agency Tax Increment and existing General Fund revenues sources like the current 10.5% TOT rate.

San Diego could have everything she wants with a carefully worded ballot language to raised taxes on visitors only. San Diego should not be scared of allowing the public a vote on keeping the Chargers in San Diego. All financial risks would be shifted to private corporations such as the NFL, Chargers, AEG, and Farmers Insurance. San Diego can give the NFL, the same multi-purpose world class Stadium and Convention Center Phase III Expansion project as Farmers Field, but on our beautiful waterfront in San Diego instead of downtown Los Angeles. Instead of public ownership of an NFL Team, there would be public ownership of a multi-purpose NFL Stadium and Event Center, which would also serve as Contiguous Convention Center Phase III Expansion.

See Pages 10 to 12 linked for the 15-acre waterfront location contiguous to the existing Convention Center Phase II Expansion, on portions of what now is parking lot, park land, 5th Avenue Landing Marina, and navigable waters of San Diego Bay, east of the United States Bulkhead line. [www.tinyurl.com/20111225](http://www.tinyurl.com/20111225)

An example of a waterproof structural foundation is the World Trade Center which was built on the Hudson River in New York City. [http://en.wikipedia.org/wiki/The\\_Bathtub](http://en.wikipedia.org/wiki/The_Bathtub) The City of San Diego has the same opportunities as the waterfront cities along the Mediterranean Sea. San Diego has natural physical assets that are not being optimized to their greatest potential compared to the Cities of New York and Boston, and the Ports of Los Angeles and Long Beach. A full reclamation of State Public Trust Tidelands within San Diego Bay for public infrastructure Capitol Improvement Project (CIP) including transportation, commerce, water, wastewater, student sports complex, and recreational space would pay for itself and provide an opportunity for San Diego to reclaim water and wastewater treatment. The naturally beautiful City of San Diego can be an exporter of water to our arid Southwestern United States. Plus depending on grain size analysis the reclaimed silt and sand could be mined to use in the concrete structural foundations. San Diego could set herself up to win against Global Warming by establishment on a new higher bay-wide United States Bulkhead elevation to be used for future project along our San Diego Bay.

As far as we know, the only bathtub structural foundation on public tidelands in San Diego was constructed for the original Convention Center and 2 levels of underground parking in 1985. Due to bad engineering planning the original Convention Center leaked and requires constant pumping to keep dry. The leaks may be due to the active fault identified by Caltrans that runs through the original convention center's subterranean parking structure.

The County of San Diego will be constructing a waterproof bathtub structural foundation to serve as underground parking structure on a 3-acre portion of the County's planned Waterfront Park, south of the County Administration Center (CAC). Approximately 250 stalls on one- or two-levels of underground parking will be constructed between Harbor Drive and Pacific Highway at an estimated cost of \$18.5 million. Costs associated with the County's 3 acre project on the Waterfront should provide financial estimates for basing the costs for a new 15 acre waterproof bathtub structural foundation.

[http://www.sdcounty.ca.gov/reusable\\_components/images/dgs/Documents/CAC\\_Waterfront\\_Powerpoint1.pdf](http://www.sdcounty.ca.gov/reusable_components/images/dgs/Documents/CAC_Waterfront_Powerpoint1.pdf)

The Chargers current plan for a new stadium includes the poor City of San Diego selling the publically owned Mission Valley Qualcomm Stadium and Midway Sports Arena sites to pay for construction of a stand-alone stadium in the East Village of downtown San Diego, which would serve as additional non-contiguous Convention Center space. Besides not being contiguous, the chosen East Village site will require Eminent Domain of at least three thriving businesses, destruction of the Historically Designated Wonder Bread Building, and relocation costs for a new Metropolitan Transit Service (MTS) Bus Maintenance Yard. With our plan a new waterfront site for a multi-purpose event center would be analyzed northwest of the TAMT, and would not interfere with the Working Waterfront or Port operations.

Regards,

Katheryn Rhodes, PE and Conrad Hartsell MD  
371 San Fernando Street,  
San Diego, California 92106  
[rhodes@laplayaheritage.com](mailto:rhodes@laplayaheritage.com),  
619-523-4350.





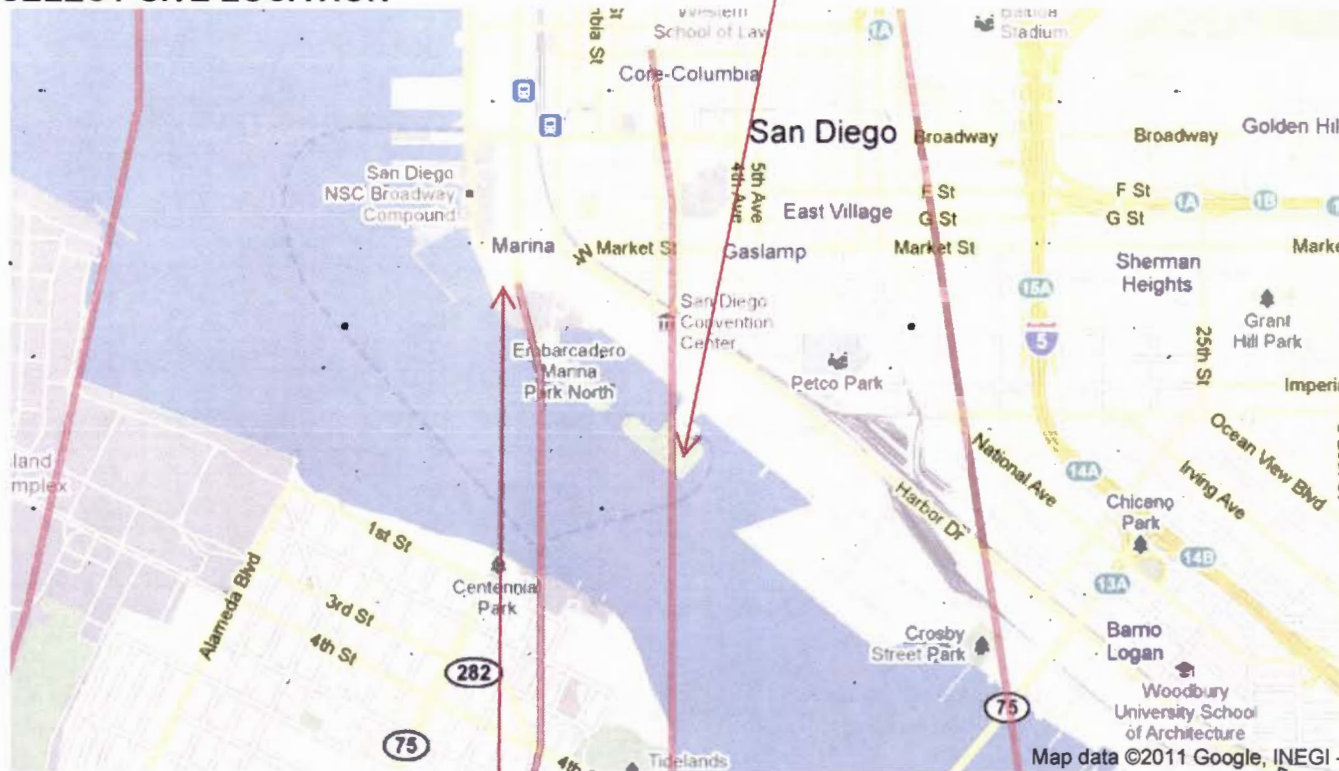
# CALTRANS SEISMIC MAP SHOWING GENERAL LOCATION OF ACTIVE FAULTING

## TRANSPORTATION

### Caltrans ARS Online (v1.0.4)

This web-based tool calculates both deterministic and probabilistic acceleration response spectra for any location in California based on criteria provided in [Appendix B of Caltrans Seismic Design Criteria](#). [More...](#)

#### SELECT SITE LOCATION



PICK THE 10 MOST BROKEN WATER AND SEWER MAIN PIPES AND ANALYZE IF ACTIVE FAULTING OF THE ROSE CANYON FAULT ZONE THROUGH DOWNTOWN, MISSION BAY, AND LA JOLLA, OR THE USE OF BRITTLE CONSTRUCTION MATERIALS SUCH AS CAST IRON PIPES, CONCRETE, OR PVC PIPE IS USED INSTEAD OF THE RECOMMENDED FLEXIBLE HIGH-DENSITY POLYETHYLENE (HDPE) PIPE MATERIAL THAT CAN TAKE DEFORMATION FROM BOTH LIQUEFACTION AND ACTIVE FAULTING, INCREASING THE LIFE OF OUR PUBLIC INFRASTRUCTURE.

Latitude: \_\_\_\_\_ Longitude: \_\_\_\_\_  $V_{s30}$ : \_\_\_\_\_ m/s [Calculate](#)

ACTIVE FAULTING IN THE NORTH EMBARCADERO TOWARDS THE NAVY BROADWAY COMPLEX



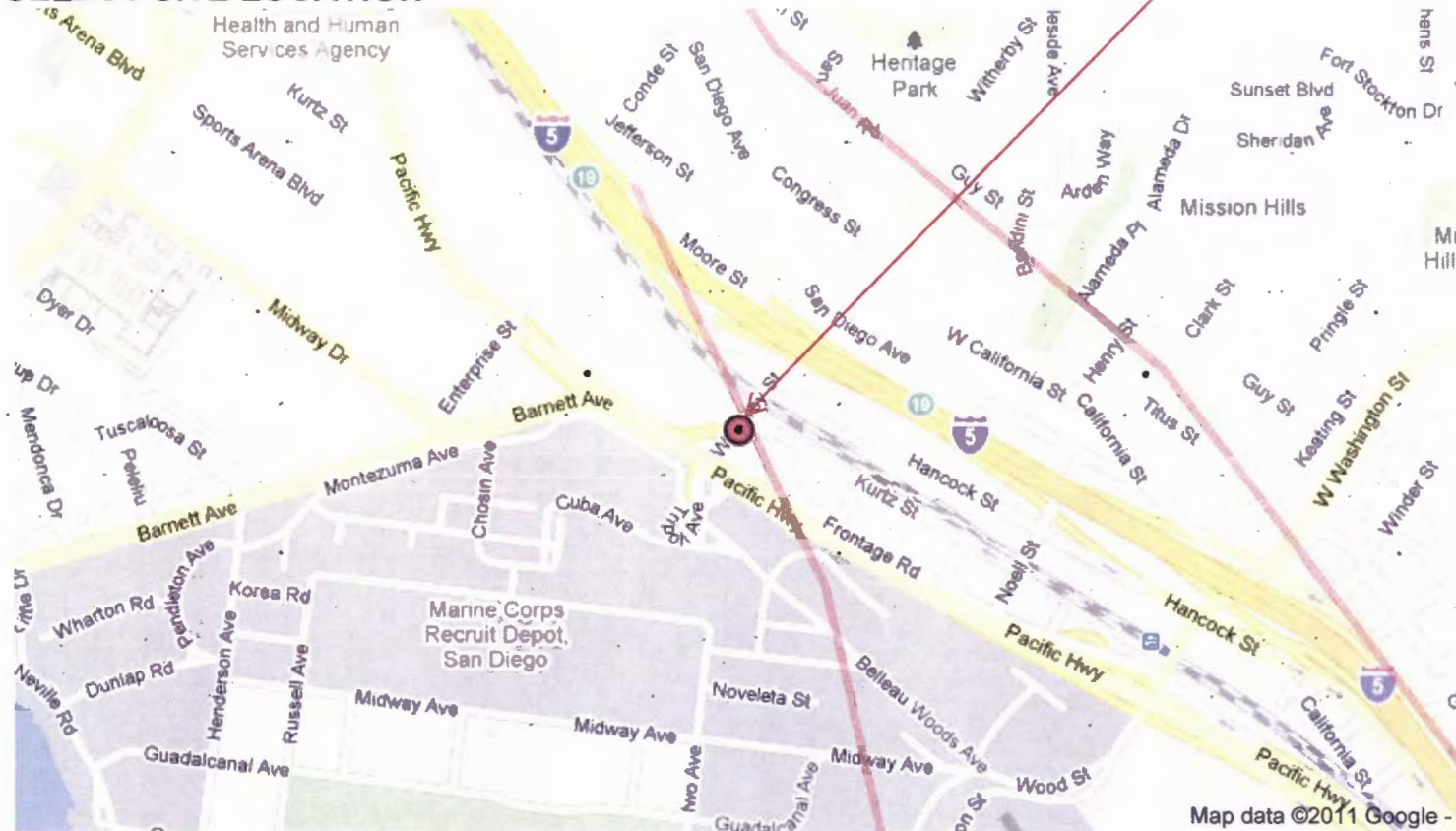
# TRANSPORTATION

## Caltrans ARS Online (v1.0.4)

ACTIVE FAULTING AT THE ENTRANCE TO MCRD OFF PACIFIC HIGHWAY AND WITHERBY STREET.  
THE TURKO FILES REPORTED MANY INCIDENCE OF EXCESSIVE WATER MAIN BREAKS, AFTER FIXING THE PROBLEM.  
UTILITIES FAIL DUE TO NO ENGINEERING DESIGN FOR FLEXIBLE MATERIAL ACROSS ACTIVE FAULTING OR LIQUEFACTION IN DOWNTOWN, MIDWAY, MISSION BAY, LAJOLLA

This web-based tool calculates both deterministic and probabilistic acceleration response spectra for any location in California based on criteria provided in [Appendix B of Caltrans Seismic Design Criteria](#). [More...](#)

### SELECT SITE LOCATION



Latitude: 32.7451972

Longitude: -117.19292164

$V_{s30}$ :

m/s

[Calculate](#)

May 18, 2011

City Council of the City of San Diego

Subject: Financing for Dual NFL Stadium and Convention Center Phases III to V Expansions.  
City Council Hearing of today, Tuesday, May 17, 2011. Item 330.  
Report on the San Diego Convention Center Corporation Financing Plan for the  
Phase III Expansion. (District 2.)

Dear City of San Diego:

As an alternative to Mayor Sanders plan for a convention center and luxury hotel with retail at ground level, please have the Convention Center Corporation analyze a dual multi-purpose NFL Stadium and Convention Center in the draft EIR as we previously discussed. Analyzing both Convention Center options concurrently with an NFL Stadium will save taxpayer money by combining two large civic projects into one self-sustaining project which will help capture Urban Storm Water Runoff, and could lead to Water Security for San Diego. Plus the alternative design would more than double the size of new Convention Center Phase III Exhibit Space to keep Comic-Con in San Diego.

A four percent (4%) increase just to the City of San Diego Transient Occupancy Tax (TOT) is approximately \$58.8 million per year in a new revenue source that would not only pay for the dual NFL Stadium and Convention Center Phase III Expansion, but could include the City of San Diego's outstanding debt of \$52 million for Qualcomm Stadium Renovations; the Convention Center Phase II Expansion annual debt of \$9.2 to \$13.7 million, and the taxpayer subsidize operating expense of \$4.3 million from the City of San Diego's General Fund. The 4% TOT increase would negate the need for approval by the TMD and Hotels, and their plan to take over control of the Convention Center from the Local Unions who pay living wages. Approximately \$300 to \$400 million has already been promised for a new stadium between the Chargers and the NFL.

The existing Qualcomm Stadium structure in Mission Valley was originally built for the San Diego region using an intergovernmental structure similar to a JPA, on City of San Diego owned land. We are advocating for the same arrangement, where the citizens of the State of California own the underlying land with the City and Port of San Diego acting as Trustees; and the Joint Powers Authority (JPA) owning and managing the new public multi-purpose **Union-run** NFL Charger Stadium/Convention Center/Cistern Structural Foundation (NFLCS/CC/CSF) complex. Potential JPA members would include of the City of San Diego, the County of San Diego, SANDAG, the San Diego Convention Center Corporation (SDCCC), the Tourist Marketing District (TMD), the Chargers organization, the NFL, and Anschutz Entertainment Group (AEG). The Joint Powers Authority (JPA) would create a regional Public-Private Partnership (P3) with the Stadium operators, NFL, and the Chargers to pay the Debt Service for construction of the Stadium building on public land and Interior Improvements through user fees, tax savings, and business incentives of operating in an Enterprise Zone.

Neither the City's or County of San Diego's General Funds would be used, thus removing risks from taxpayers and transferring the debt to the full San Diego County Region visitor community by a County-wide 4 percent increase in the TOT.

We also believe that if a great project was put forth to the full San Diego County Region to increase the TOT by 4 percent County-wide to keep the Chargers in San Diego that the measure would get 2/3 of the public vote required to raise taxes. San Diego should not be scared of putting the issue of \$600 million in debt to the voters if their plan is self-sustaining. Currently the Expansion plan requires a new 500 room luxury hotel, which could not even pay for itself without taxpayer subsidies, let alone create additional monies to fund the Convention Center Phase III Expansion.

Regards, Katheryn Rhodes, PE, La Playa Heritage 371 San Fernando Street, San Diego, California 92106  
krhodes@laplayaheritage.com, 619-523-4350



[http://www.buildingtradesnews.com/index.php?option=com\\_content&view=article&id=727:farmers-field-wins-with-trades-now-needs-nfl-to-play&catid=1&Itemid=77](http://www.buildingtradesnews.com/index.php?option=com_content&view=article&id=727:farmers-field-wins-with-trades-now-needs-nfl-to-play&catid=1&Itemid=77)

## **Farmers Field Wins with Trades, Now Needs NFL to Play**

### ***Unions Support AEG in Bid to Build New Stadium and Convention Center in Downtown Location***

Gensler, chosen as the Farmers Field architect, will release more plans in 2012.

By Beige Luciano-Adams, Contributing Writer

With the National Football League deep in a labor dispute, Anschutz Entertainment Group is charging forward with plans for its \$1 billion stadium and events venue at the Los Angeles Convention Center, **strongly supported by the Building Trades**. Developers have begun the Environmental Impact Report process, and have chosen Gensler as the architect for the stadium. The site was rechristened "Farmers Field" in a \$700 million naming-rights deal with Farmers Insurance. AEG hopes to submit a full report to the city by the end of this year.

While a football stadium is the centerpiece, the emerging vision is of a modernized convention center that will replace more than 200,000 square feet of aging exhibition space and add a sports arena, together comprising 1.4 million square feet of contiguous, usable convention space, AEG representatives said. **With a commitment to build 100 percent union, the LA/OC Building Trades Council has stepped up to support the project, which it expects will have a powerful economic impact well beyond the several thousand construction jobs estimated in the first buildout.** "We're going to be meeting with all City Council members and we've been to Sacramento to push the issue," said Council Executive-Secretary Robbie Hunter.

### **Convention Center Needs Overhaul**

Basketball legend Magic Johnson draws more media attention than Mayor Villaraigosa.

Plans to replace the west hall, Hunter said, provide a particularly compelling imperative to build, especially in the current fiscal environment. "At this time it's antiquated," he said. "It's over 50 years old, and it would take at least \$70 million to bring it up to be modernized and functional. The city does not have the money to do that." AEG's proposal to build a whole new wing that's closer to center facilities before tearing down the old one to make room for the stadium would make the center more viable, Hunter said. "So we end up with a far more functional and modern convention center, which the city cannot afford to do," Hunter said. "We believe the new wing will be a driving force in stimulating the economy, and help enable at least three new hotels directly related to the football stadium and modernization project. That will provide an ongoing tax base to the city." An AEG spokesman stressed the integration of convention center business plus the offshoot developments and revenue the stadium would create. **"You would not build a stadium for eight games a year," he pointed out. Each NFL team plays only a small number of games each season. "You build this to invigorate, energize and literally save the convention center."** AEG estimates the stadium portion of the project would cost \$1 billion. It will completely finance and guarantee that. Separately, the proposal for the city to issue \$350 million in bonds to finance the new convention center hall has already generated controversy and elicited strong opposition from some corners. AEG insists those funds would be reimbursed with revenue from the new development, including new parking structures. AEG said it will cover any shortfall, without risk to taxpayers. Adding to the momentum, AEG recently confirmed plans to announce several new hotels in the area. The first will be on a property that sits north of LA Live, which AEG will likely sell to another developer.

### **A Regional Construction Boost**

**Maria Elena Durazo of the LA County Federation of Labor joins Building Trades and other union members at an AEG event.** In the meantime, Los Angeles Mayor Antonio Villaraigosa has assembled a Blue Ribbon Commission to explore the issues and elicit community input. IBEW Local 11 Business Manager Marvin Kropke, who sits on two of the commission's five subcommittees, said the process so far has been productive. "I think it's been fruitful to hear comments, questions and anxieties about what will happen with the stadium, and the public view that the jobs must be local, that there must be a return to the community and investment in training for local residents in skilled occupations." So far, Kropke said, he and other subcommittee members have heard input from a cross-section of the population, including individual taxpayers and entities like hotels that depend on Convention Center business and people coming to town for football games. One of the intriguing parts of the proposal, he said, is the projected boost to regional construction and tourism industries. "The big events like an NBA all-star game, they not only fill up downtown venues but venues that are in areas like..."



February 28, 2011

**Subject:** Item RA-1 and Item 601 – Joint Hearing Authorize Alternative Predevelopment CEQA Documents and Environmental Studies for a Multi-Purpose NFL Stadium and Convention Center Phase III Expansion Atop a Cistern Structural Foundation for Storm Water Capture and Desalinization Plant on San Diego Bay.

**Reference:** [www.tinyurl.com/20110124a](http://www.tinyurl.com/20110124a)

Dear City Council and the Redevelopment Agency:

CCDC's issued a Notice of Joint Hearing for today, February 28, 2011, as described in Item 11 of the Centre City Development Corporation (CCDC) meeting of February 23, 2011, authorized a \$3 million loan from CCDC to the San Diego Convention Center Corporation for predevelopment costs associated with preparation of CEQA documents and a Draft EIR for the planned 5-acre Convention Center Phase III Expansion and luxury Hotel project. We are asking the City Council and Redevelopment Agency to include our referenced plan for a 15-acre site on unreclaimed public tidelands as an Alternative design to be analyzed during predevelopment and the Draft EIR as an option. This would require an amended Notice of Preparation (NOP) to study the multi-purpose Convention Center Phase III Expansion including and NFL Stadium on Port tidelands, as an alternative Option to save taxpayer money and analyze if the multi-purpose project is sustainable and can be built and operated without taxpayer subsidies.

**1.0 New Convention Center Hotel.**

The planned Contiguous \$750 million Convention Center Phase III Expansion includes a new taxpayer subsidized 250- to 500-room luxury hotel including luxury retail space and Ballrooms with some Convention Center space and the great roof top lawn. This is in addition to the beautiful taxpayer subsidized luxury private Hilton San Diego Bayfront Hotel south of the Convention Center. Instead the Chargers and the Convention Center can get financing together for Multi-Purpose Convention Center Expansion and Stadium project. The new Hotel and luxury retail should be eliminated from the Convention Center Expansion Phase III plan for now, until a future Phase IV. Plus the use of Cistern Structural Foundations on unreclaimed tidelands can be used for Storm Water Management and Desalinization Plants. **A dual 15-acre multi-purpose Stadium/ Convention Center will add @ 700,000 to 1 million square feet of Contiguous Convention Center space**, instead of the 5 acre plan with only 400,000 square feet total and a 250 to 500-room taxpayer subsidized luxury hotel.

[http://www.portofsandiego.org/about-us/bpc-policies/doc\\_download/3180-notice-of-preparation-for-sddcc-phase-iii-expansion-hotel-a-port-master-plan-amendment-eir.html](http://www.portofsandiego.org/about-us/bpc-policies/doc_download/3180-notice-of-preparation-for-sddcc-phase-iii-expansion-hotel-a-port-master-plan-amendment-eir.html)

The planned 400,000 square feet Convention Center Phase III Expansion includes **only 225,000 square feet of Contiguous Exhibit Hall Space**. Also included is 101,500 square feet of meeting rooms, and 45,000 square feet of new luxury retail space. The new taxpayer subsidized 250- to 500-room private Convention Center Hotel includes an 80,000 square foot Ballroom, 50,000 square feet for hotel banquet/conference/restaurants/retail, and 16,000 square feet for the kitchen.

In comparison a new 2 for 1 multi-purpose NFL Stadium and Convention Center Phase III Expansion without retail and without the planned 250- to 500-room luxury hotel on a 15-acre site on unreclaimed Tidelands would **triple the amount of new Contiguous Exhibit Hall Space, and double the size of the actual planned Convention Center Phase III Expansion.**

This alternative expansion for a multi-purpose Convention Center and Stadium would keep both Comic-Con and the NFL Chargers in San Diego. Our alternative proposal option requires the NFL Chargers and the Convention Center acquiring financing together for just Convention Center Expansion space, and leave out the new hotel and retail for now until a future Phase IV. Plus the use of Cistern Structural Foundations on unreclaimed tidelands can be used for Storm Water Management and Desalinization Plants.

#### **2.0 Farmers Insurance and AEG already Sponsor Major Professional Sports/Entertainment.**

Farmers Insurance is the sponsor for the PGA's Golf Tournament at the City's Torrey Pines Golf Course with Tiger Woods in La Jolla. AEG is already in San Diego with the Master Lease from the City of San Diego for the Sports Arena in the Midway area, and Humphrey's on the Bay from the Port of San Diego on Shelter Island. San Diego can have the same deal as Los Angeles with AEG and Farmers Insurance naming rights to pay for a new San Diego Stadium and Convention Center Expansion on the Waterfront if leadership in the whole San Diego region starts talks with AEG and Farmers just like Los Angeles.

#### **3.0 East Village Site at MTS Bus Maintenance Yard and Historic Wonder Bread Building.**

The reason for the East Village site is because John Moore's JMI/ Ballpark Village/Padres is in the process of developing the existing asphalt parking lot sites between their proposed stadium site and Petco Park. Plus CCDC needs help to sell the unused luxury condominiums in the East Village that they subsidized with taxpayer money to increase downtown's Tax Increment. See Page 7 [www.tinyurl.com/20110124a](http://www.tinyurl.com/20110124a).

For the East Village site, CCDC would have to eminent domain four properties including a print shop and liquor store, and destroy the Historically Designated Wonder Bread building. Plus they would have to demolish the new multi-million dollar Service Bay for the Metropolitan Transit Service Bus Maintenance Yard. MTS has made it clear that they would not consider moving until a new alternative site is constructed and operational. It is in Mayor Sanders, CCDC, John Moore's and Ballpark Village's best financial interest to put a stadium on their chosen site in the East Village, in order to drive up private property values adjacent the new stadium.

#### **4.0 Pilot Project for Desalinization and Cistern Structural Foundations throughout San Diego Tidelands for Long-Term Regional Water Security.**

The main idea is to create a pilot project using the existing Convention Center and Hotel CEQA process as an alternative project in the upcoming Draft EIR, and the incorporation of a desalinization plant to create water security for San Diego. So San Diego Bay can have their first desalinization plant as part of a Cistern Structural Foundation. Plus ensure full use of the Tenth Avenue Marine Terminal as a Working Waterfront.

Our proposed site on the water has never been in consideration for any development except additional marina boat docking space. No part of the bay would be filled in, but the area would be a waterproof bathtub foundation to collect urban storm water runoff which currently cost taxpayers \$31 million a year. Just like the planned Convention Center Phase III expansion and the new 250- to 500-room taxpayer subsidized luxury hotel on 5 acres of reclaimed land, portion of the water are under lease options for the future marinas for both 5th Avenue Landing LLC and the new Hilton hotel. Previous Port location for a stadium was on the Tenth Avenue Marine Terminal (TAMT), and was shot down by voters in 2008. This project will assure full Working Waterfront Access to the TAMT. In addition, the western half the proposed site in the water is free and clear of obligations. The project should be designed by Caltrans, not the Port, CCDC, or San Diego.

The use of water cisterns founded below the liquefiable reclaimed fill, and bay mud onto formation soils would provide stable structural foundations to help stop constant water main and sewer main leaks and breaks on liquefiable soils and through active fault zones from downtown San Diego to Mission Beach



and La Jolla. Desalinization effluent would be emptied into the existing City of San Diego Sewer Outfall 4.5 miles offshore of the Point Loma Wastewater Treatment Plant.

The water Cisterns and Desalinization Plants would be built using a bulkhead configuration, thereby creating jobs for the local NASSCO shipbuilders and welders.

The undocumented fill sand would have to be taken out of reclaimed tidelands in order to create water Cisterns and structural bulkheads. Depending on the quality and grain size of the unneeded soils, the undocumented fill and bay muds can be exported as part of beach sand nourishment programs along the full San Diego County coastline to help reduce erosion; or can be used for concrete construction.

#### **5.0 New Powerlink Along the Border as part of the Federal Secure Border Initiative (SBI).**

Power to the energy-intensive Desalinization projects would be provided from Alternative Energy sources in the Imperial Valley including solar and geothermal energy. A new regional San Diego County Powerlink from east to west, can be permitted within six month parallel to either the existing 1980's Southwest Powerlink (SWPL) and access roads; or parallel to the existing 2001 United States/Mexico Border Fence project which included the establishment of a federally dedicated Utility Corridor adjacent the existing International Border Fence and access road to the north.

<http://www.tinyurl.com/20100513>

These alternative routes for the Sunrise Powerlink to miss the Cleveland National Forest have been championed by Congressman Bob Filner, and Congressman Duncan Hunter Jr. as great alternatives routes to reduce fire hazards at Wildland-Urban interface communities and pristine forest lands, and cut ratepayer costs in half. Currently the planned 500 kV Sunrise Powerlink Transmission Line through the Cleveland National Forest has greater losses in energy and takes up a larger footprint; than the use of Higher Voltage Lines like the new 1,150-kV lines currently used in Japan and soon China.

Another alternative to reduce power line losses by half, and increase profits is a Direct Current line from the Imperial Valley west into public tidelands of San Diego Bay, where the Direct Current Powerlink can be used as a power source for large-scale Desalinization projects including subterranean infrastructure and Cistern structural foundations for the planned 356-acre Chula Vista Master Plan project.

Power = Current x Voltage =  $P = IV$ .

Higher Voltage (V) lines use less Current (I) for the same Power (P).

This inverse relationship for Power (P) results in less heat loss and more cost savings.

Also if the high voltage 1,150 kV or Direct Current Powerlink is located parallel to the Border Fence project, the new national infrastructure can be combined with the yet to be implemented 2005 Secure Border Initiative (SBI) for the California/Mexico border. The Secure Border Initiative (SBI) is being used in Arizona where video and Thermal Imaging cameras are installed along the border fence for National Security reasons. The video monitors can also be used by Fire officials during Natural Emergencies, such as wildfire in the backcountry. The project would also act as a new regional Emergency Shelter, therefore, Federal and State funds could be provided for the public structure.

[http://www.cbp.gov/xp/cgov/border\\_security/sbi/](http://www.cbp.gov/xp/cgov/border_security/sbi/)

Regards,

Katheryn Rhodes P.E.

La Playa Heritage, 371 San Fernando Street, San Diego, California 92106,

[krhodes@laplayaheritage.com](mailto:krhodes@laplayaheritage.com), 619-523-4350

DATE ISSUED: February 11, 2011

ATTENTION: Centre City Development Corporation  
Meeting of February 23, 2011, Agenda 702

SUBJECT: Fiscal Year 2010-2011 Centre City Redevelopment Project Budget  
Amendment for the San Diego Convention Center Corporation, Inc.  
Phase III Expansion Project – General

STAFF CONTACT: Andrew Phillips, Assistant Vice President/Controller

REQUESTED ACTION: That the Centre City Development Corporation ("Corporation") recommends that the Redevelopment Agency of the City of San Diego ("Agency"):

- Authorize a loan with the San Diego Convention Center Corporation, Inc. (SDCCC) in the amount of \$3,000,000 for the purpose of funding the design and planning costs associated with the Phase III expansion of the Convention Center; and
- Approve a budget amendment to the Fiscal Year 2010-2011 ("FY11") Centre City Redevelopment Project Budget ("Project Budget"), increasing the East Village line item by \$3,000,000 and decreasing the Future Year Carry Forward line item by \$3,000,000.

STAFF RECOMMENDATION: That the Corporation recommends that the Agency:

- Authorize a loan with the SDCCC in the amount of \$3,000,000 for the purpose of funding the design and planning costs associated with the Phase III expansion of the Convention Center; and
- Approve a budget amendment to the FY11 Project Budget, increasing the East Village line item by \$3,000,000 and decreasing the Future Year Carry Forward line item by \$3,000,000.

SUMMARY: The SDCCC has requested that the Agency loan the SDCCC \$3,000,000 for predevelopment costs associated with the Phase III expansion of the Convention Center. The SDCCC has requested that \$750,000 be disbursed by April 1, 2011 and the remaining \$2,250,000 be disbursed by July 1, 2011.

FISCAL CONSIDERATIONS: A budget amendment increasing the East Village line item by \$3,000,000 and decreasing the Future Year Carry Forward line item by \$3,000,000 is necessary to make funds available for the loan.

CENTRE CITY ADVISORY COMMITTEE RECOMMENDATIONS: The Centre City Advisory Committee (CCAC) and the Project Area Committee (PAC) voted (CCAC 17 Yea, 3 No, 1 Abstention; PAC 17 Yea, 2 No, 1 Abstention) to support staff recommendations as presented at its February 16, 2011 meeting.



September 20, 2013

FOR INCLUSION IN STAFF REPORT

Ms. Diana Lilly  
California Coastal Commission  
San Diego Coast District  
7575 Metropolitan Drive, Suite 10  
San Diego, CA 92108-4402

**SUBJECT: Port Master Plan Amendment #45  
Infeasibility of Joint Convention Center/Stadium—Background and Analysis**

Dear Ms. Lilly,

We would like to thank you, Sherilyn Sarb and Deborah Lee for taking the time to meet with us over the past few weeks to discuss the pending PMPA. In response to the letters on the Chargers' concept of a "Joint Convention Center/Stadium Alternative" that we received a copy of at our September 6<sup>th</sup> meeting, please accept the following information, which includes re-submittal of relevant documents and graphics previously provided for your information. A "Frequently Asked Questions" publication released 9/11/13 is also attached (Attachment 1) for your reference.

#### **Alternatives Analysis**

The joint convention center and sports stadium alternative suggested by the Chargers ("Tailgate site") was thoroughly reviewed by the Mayor's Citizen Task Force in 2009 and rejected for a variety of reasons, as summarized below. Attached (Attachment 2) please find the 2009 presentation to the Mayor's Citizen Task Force that demonstrates the comprehensive manner in which the Tailgate site was considered and presented to the public. In addition, please find a comparative chart (Attachment 3) entitled "SDCC Phase III Expansion Site Analysis Matrix" which included the Tailgate site as one of the 11 siting options originally considered and the summary report entitled "San Diego Convention Center Phase III Expansion Site Selection, Design, and ROI Overview" (Attachment 4) that further explains the alternatives analysis process. Six different concepts on the Tailgate site were evaluated; however the site was eliminated for two main reasons: (1) an active earthquake fault runs through the middle, which would make it unsafe to build on, and (2) convention center clients indicated it would not meet their primary needs of a contiguous exhibit space.

- **Expert Analysis and Documentation.** In order to ensure that the Task Force was provided with all necessary information to make an informed and thoughtful recommendation, a great deal of outside professional input was sought. Since



2003, over \$930,000 in expenses were incurred for the preparation of various technical studies, economic analyses, market research, and architectural renderings. It is factually incorrect to say, as the Chargers have, that *"studies show that the city's experts were instructed not to consider a larger, non-contiguous expansion of the kind being proposed by the Chargers. So the city came to its conclusions about how to expand the convention center without even considering the most logical alternative."*

- **Earthquake Fault.** The Tailgate site evaluation found that an active earthquake fault ran through the middle of the site. As such, the facility would have to be sited to avoid the fault or constructed in a manner that would accommodate ground movement. This would likely result in impacts to public safety and increased expenses for design and construction.
- **Contiguous Space:** The Citizen Task Force recommended that the expansion be contiguous with the current venue. An inland expansion, like the one proposed at the Tailgate site, would not meet any of the San Diego Convention Center's market demands, mainly because large events need contiguous space. Prospective clients have repeatedly expressed the need for a larger facility, and market research supports building that facility on the same site. Market experts presented information showing that a non-contiguous building, if it is built further than directly across the street, is not an expansion by definition to meeting planners. In fact, a noncontiguous building would result in two completely different venues. Essentially no major conventions and tradeshow, or consumer shows, would book both venues at the same time.
- **Size and Scale.** The Task Force evaluation determined that to be marketable the Tailgate site would require a minimum of 400,000 square feet of exhibit space as well as meeting space. However, the bulk and scale of a facility of the size necessary to meet the program was deemed a fatal flaw. The renderings in Attachment 2 show the required size and scale of two Tailgate site scenarios in context with the current size and scale of Petco Park. The new facility at the Tailgate site was determined to be inordinately large as compared to the size and scale to the surrounding development.
- **Construction Costs.** Another important factor is cost of construction. A contiguous expansion is less expensive because of natural efficiencies in space utilization. For example, a contiguous expansion makes full use of existing back-of-the-house space and parking. The Tailgate site would also require acquisition of land from private owners.
- **Financing.** The financing of the proposed Phase III expansion is specific to the current proposal and would not be available to fund a joint stadium convention

center facility. Funding from both the Port of San Diego (which is contributing \$60 million) and the Convention Center Facility District (which is contributing the majority of the funding) cannot be used to fund the proposed joint-use proposal.

- **Potential Scheduling Conflicts.** Meeting planners book a venue 5-10 years into the future in order to secure the facility. A stadium site with an active NFL team would prevent this as the schedule for the football season is finalized months prior to the season. No meeting planner that books large events would risk their single largest revenue generator by considering a venue that did not have guaranteed dates years into the future. They simply would book a venue in a city other than San Diego.

Fall is one of the busiest times for conventions and the stadium would be unavailable for large events that book years into the future. The only meetings likely to book a joint stadium/meeting facility would be smaller events that draw local attendees. These events do not drive tax revenues because their attendees are not traveling to San Diego to stay in hotels to attend the meeting.

#### **Conclusion**

As a result of the extensive analysis discussed above, it is evident that the Tailgate site was has been adequately analyzed and subsequently eliminated as a viable alternative for expansion of the Convention Center.

Thank you for your time and continued cooperation.

Sincerely,



Lesley Nishihira  
Manager, Land Use Planning  
Environmental & Land Use Management

#### Attachments

Attachment 1: Frequently Asked Questions (dated 9/11/13)

Attachment 2: 2009 presentation to the Mayor's Citizen Task Force

Attachment 3: SDCC Phase III Expansion Site Analysis Matrix

Attachment 4: San Diego Convention Center Phase III Expansion Site Selection, Design, and ROI Overview



# Frequently Asked Questions

Sign up for email updates or visit:  
[ConventionCenterExpansion.com](http://ConventionCenterExpansion.com)

### 1. WHY IS THE PORT INVOLVED IN THIS PROJECT?

Three main reasons.

- It's part of our mission. Convention centers that serve a statewide purpose are among uses for tidelands included in our legislative mandate dating back to 1962, when the Port was established by state law.
- The Port is the landlord for the facility. This convention center, its Phase II expansion, and the proposed Phase III expansion are all on Port property, placing it under the Port's stewardship and governance.
- The Port is an investor in the project. The Port is contributing \$60 million of the project's total projected cost with the expectation that increased revenues to the Port will result.

#### **San Diego Unified Port District Act (Section 87):**

#### **PURPOSES FOR USE OF TIDE AND SUBMERGED LANDS HELD IN TRUST BY DISTRICT.**

(a) The tide and submerged lands conveyed to the district by any city included in the district shall be held by the district and its successors in trust and may be used for purposes in which there is a general statewide purpose, as follows:

...

(5) For the construction, reconstruction, repair, maintenance, and operation of public buildings, public assembly and meeting places, convention centers, parks, playgrounds, bathhouses and bathing facilities, recreation and fishing piers, public recreation facilities, including, but not limited to, public golf courses, and for all works, buildings, facilities, utilities, structures, and appliances incidental, necessary, or convenient for the promotion and accommodation of any of those uses.

### 2. WHAT IS THE STATUS OF THE EXPANSION PLAN?

The Port of San Diego has submitted the Port Master Plan Amendment to the California Coastal Commission. The California Coastal Commission must certify the Port Master Plan Amendment in order for the Port to issue permits allowing construction of the projects to proceed. The Port Master Plan Amendment is expected to be heard in October 2013 at the regularly scheduled meeting of the Coastal Commission in San Diego. The financing plan has been ruled legal; however, the decision is under appeal which is expected to be resolved in late 2013 or early 2014.

### 3. IS THIS DEFINITELY GOING TO BE HEARD AT THE COASTAL COMMISSION IN OCTOBER 2013?

The team anticipates that the project will be heard at some point during the Coastal Commission's October meeting, which will be held October 9-11, 2013. The Coastal Commission agenda for that meeting has not been issued yet.

### 4. THE CHARGERS HAVE SENT A LETTER TO THE COASTAL COMMISSION URGING THEM TO REJECT THE CURRENT EXPANSION PROPOSAL SAYING THAT THERE WAS NOT AN ALTERNATIVE ANALYSIS DONE FOR A NON-CONTIGUOUS EXPANSION. IS THIS TRUE?

No. Six different configurations for a convention center at the site identified by the Chargers for a joint-use stadium were thoroughly evaluated and rejected as not viable by a task force of San Diegans created in 2009 by Mayor Jerry Sanders. The Task Force report concluded the following:

## FREQUENTLY ASKED QUESTIONS

*The Tailgate site evaluation found that an active earthquake fault ran through the middle of the proposed site. Six different concepts were evaluated however the site was eliminated as feedback from convention center clients indicated the facility would not meet their primary needs of a contiguous space and was located too far from the current facility to be considered for use by large clients needing more space than currently exists in the current convention center.*

*Additionally, it was determined that to be marketable the Tailgate site would require a minimum of 400,000 square feet of exhibit space as well as meeting space. However, the bulk and scale of a facility of the size necessary to meet the program was deemed as another fatal flaw. The renderings show the required size and scale of two scenarios in context with the current size and scale of Petco Park. As a result, the Tailgate Park site was eliminated as a viable alternative.*

### **5. WHY DOES THE CONVENTION CENTER NEED TO BE EXPANDED ON SITE? WHY NOT DO A NON-CONTIGUOUS EXPANSION?**

The Citizen Task Force recommended that the expansion be contiguous with the current venue. An inland expansion would meet none of the San Diego Convention Center's market demands, mainly because large events need contiguous space. Prospective clients have repeatedly expressed the need for a larger facility, and market research supports building that facility on the same site. Market experts presented information showing that a non-contiguous building, if it is built further than directly across the street, is not an expansion by definition to meeting planners. In fact, a noncontiguous building would result in two completely different venues. Essentially no major conventions and tradeshow, or consumer shows, would book both venues at the same time.

Another important factor is cost. A contiguous expansion is less expensive because of natural efficiencies in space utilization. For example, a contiguous expansion makes full use of existing back-of-the-house space and parking. In addition, a contiguous expansion makes use of public land owned by the Port of San Diego for this important public purpose, making it unnecessary to add the expense of additional land acquisition from private owners.

According to Tradeshow Week, 86% of convention and tradeshow producers say their ideal convention center has the primary exhibition hall in one building, on one level. A survey of convention center General Managers in 2008, found that 61% said "all in one facilities" will be the most common types of new convention center new building and expansion projects going forward.

### **6. THE CHARGERS HAVE SUGGESTED THAT THEIR PROJECT IS MORE ENVIRONMENTALLY SOUND AND CHARACTERIZED THE CURRENT EXPANSION PROPOSAL AS "A BIG BOX ON THE WATER" THAT BLOCKS VIEWS AND PEDESTRIAN ACCESS TO BAYFRONT. DOES IT IMPEDE VIEWS, PUBLIC ACCESS AND IS IT JUST A BOX ON THE WATER?**

No. Contrary to the characterization of the proposed Phase III Convention Center Expansion as a "big box on the water" the proposal is an environmentally designed expansion that provides a 5-acre rooftop park and public plaza that protects view corridors, enhances public access and safety, and activates an underutilized part of San Diego's downtown waterfront.

### **7. WHY NOT CONSIDER THE JOINT-USE STADIUM ALTERNATIVE?**

The current proposal to expand the San Diego Convention Center is the culmination of a multi-year planning process that involved citizens, organizations, and elected officials from across San Diego. We believe this is the right project to expand the convention center and build on our 23 years of success driving visitors to our



## FREQUENTLY ASKED QUESTIONS

region and tax revenues to the City of San Diego and Port of San Diego which provides funding for parks, police, fire and libraries in every community.

Most importantly to our clients, it meets their needs well into the future for a contiguous exhibit hall that allows their exhibitors and attendees to meeting in one location. Our clients, when interviewed about the proposed Chargers site, rejected a non-contiguous expansion as not meeting their needs and therefore, not viable to accomplish the City of San Diego's goals of retaining customers who are outgrowing the current facility and attracting those who have never been able to fit in the current facility. Specifically, the following excerpt from MCTF Final Report addressed this finding:

*The goal for the San Diego Convention Center is to host more large shows (that don't fit currently); and host more events simultaneously; and make move-in/move-out more efficient, therefore the highest probability for success could be expected from an expansion that utilizes contiguous space.*

*A non-contiguous building if it is further than directly across the street, is not an expansion by definition to meeting planners – it would result in two completely different venues; basically no major conventions and tradeshow (or consumer shows) would book both venues at the same time.*

### **8. IS COASTAL COMMISSION APPROVAL THE FINAL HURDLE FOR THIS PROJECT?**

No. The next steps:

- Port to issue Coastal Development Permits
- City of San Diego to take "Resolution of Validation"
- San Diego City Council to issue bonds
- City of San Diego to fund Convention Center design
- Groundbreaking (goal of late 2014)

### **9. WHO'S PAYING FOR THIS?**

The City of San Diego estimates the total construction cost of the expansion at approximately \$520 million. The City intends on financing the majority of the expansion through a special tax on hoteliers and City revenue generated through the Transient Occupancy Tax.

The Port of San Diego's financial contribution is capped at \$60 million over a 20-year period. The Port bases this investment on the project's positive economic impact and the likelihood that it will result in increased revenues to the Port District. This project includes the opportunity to develop 500 new hotel rooms to support the Convention Center, which will eventually translate to additional revenue to the Port.

It is important to note as well that the contributions from the Port and the hotel tax assessment cannot be transferred to a different project such as the joint-use stadium.

### **10. WHAT HAPPENS IF THERE ARE COST OVERRUNS?**

This is an issue that would have to be addressed by the City of San Diego, because the Port of San Diego's contribution is capped at \$60 million over 20 years.

## FREQUENTLY ASKED QUESTIONS

### 11. WHERE DID THE IDEA COME FROM TO EXPAND THE SAN DIEGO CONVENTION CENTER?

A Citizen Task Force was convened in January 2009 to address the San Diego Convention Center Project (MCTF). Its members were asked to review: The state of the convention and meeting industry; San Diego's success and profile among its competitive set; and to evaluate the market demand for an expanded facility. After seven months of studying the issues, numerous presentations and a series of public meetings, the MCTF recommended in late August 2009 that the City of San Diego should proceed with an expansion. (A full report of the findings and recommendations can be found at [conventioncentertaskforce.org](http://conventioncentertaskforce.org).)

### 12. WHAT BENEFITS DOES THE CONVENTION CENTER PROVIDE TO SAN DIEGO RESIDENTS AND TAXPAYERS?

Public investment in the Convention Center has turned out to be a very good decision for San Diego residents and taxpayers. Since opening the Convention Center has become one of the regions strongest economic engines attracting more than 18.4 million visitors whose spending and attendance has generated over \$22.9 billion in economic impact, \$430 million in tax revenues and 13.6 million room nights for local hoteliers. The spending by overnight visitors who attend conventions significantly eases the tax burden on residents. Sales and hotel room tax dollars stay here long after the convention is over and filter into local communities. The tax revenues help pay for police and fire protection to keep San Diegans safe; the upkeep of libraries and museums to enrich the lives of locals and visitors; and maintain our beautiful parks and beaches enjoyed by everyone. More than 12,500 local jobs are tied to events in the facility. In addition, the Convention Center has been a catalyst for substantial growth and development helping to transform downtown into a vibrant hub that visitors and locals both enjoy.

#### FY13 ACCOMPLISHMENTS

<b>ECONOMIC IMPACT</b>	<b>\$1.3 B</b>
<b>DIRECT ATTENDEE SPENDING</b>	<b>\$611.9 M</b>
<b>TAX REVENUES</b>	<b>\$19.2 M</b>
<b>HOTEL ROOM NIGHTS</b>	<b>728,002</b>
<b>ATTENDANCE</b>	<b>766,848</b>
<b>OUT-OF-TOWN VISITORS</b>	<b>530,128</b>
<b>LOCAL GUESTS</b>	<b>236,720</b>
<b>EVENTS</b>	<b>148</b>
<b>CONVENTIONS &amp; TRADE SHOWS</b>	<b>76</b>
<b>LOCAL COMMUNITY AND CONSUMER SHOWS</b>	<b>72</b>

### 13. IF THE BUILDING INCREASES IN SIZE, WILL THE ECONOMIC BENEFITS AND JOBS THROUGHOUT THE COMMUNITY INCREASE AS WELL?

Yes. According to research and data presented to the MCTF, an expansion of the Convention Center is expected to generate:

- Increased economic impact of \$698 million annually, in addition to the average \$1.3 billion the Convention Center already provides our community;

## FREQUENTLY ASKED QUESTIONS

- Increased tax revenue of \$13.5 million annually, in addition to what the Convention Center already generates annually. In FY13 alone, events tied to the building generated \$19.2 million in sales and hotel room tax revenues;
- More than 6,880 new, permanent jobs, in addition to the 12,500 jobs throughout San Diego County already supported by the Convention Center. This estimate of new, fulltime jobs does not include thousands of temporary construction jobs.

### 14. IS THERE A MARKET DEMAND FOR AN EXPANDED CONVENTION CENTER?

Absolutely. For the past several years market demand has surpassed the current supply of space the building offers. In fact, 39.7 percent of prospective customers that do not book the San Diego Convention Center attribute that decision to "Center Unavailable" or lack of space. As a result, San Diego loses approximately a year's worth of business every year to competitor cities, or approximately \$1 billion in economic impact.

### 15. WHEN IS THE EXPECTED OPENING DATE?

Once the expansion has received all the necessary permits and the funding mechanism is in place, construction on the expansion can begin. The expansion is expected to take approximately 30 months to complete. If all approvals are in place in early 2014, the expansion will be completed by 2018.

### 16. WHAT IS THE PROPOSED SIZE OF THE SAN DIEGO CONVENTION CENTER EXPANSION IN TERMS OF EXHIBIT SPACE AND MEETING SPACE?

Based on several studies, the San Diego Convention Center Corporation is recommending adding approximately 225,000 contiguous sf of exhibit space; 101,000 sf of meeting space; and an 80,000 sf ballroom. This will allow us to accommodate larger existing business that has outgrown the building, or will soon be reaching capacity; new potential business; as well as to host simultaneous mid-size conventions. The chart below reflects the design team's recommendation for the expansion, as well as approximate total square footage:

#### SQUARE FOOTAGE SUMMARY\*

AREA	EXISTING	EXPANSION	TOTAL
EXHIBIT SPACE	615,700	225,000	840,700
MEETING ROOM SPACE	122,400	101,000	223,400
BALLROOMS	40,000 (2)	80,000 (1)	160,000 (3)

\*These are square footage estimates are based on current design concepts.



## FREQUENTLY ASKED QUESTIONS

### 17. WHERE WILL THE EXPANSION BE LOCATED?

The expansion will be built adjacent to the existing building on the same footprint of land. It will be located along San Diego Bay on the side that houses Exhibit Halls D-H.

### 18. HOW MUCH WILL THE EXPANSION COST?

The City of San Diego will explore financing options for the project. The cost is contingent upon a broad range of undetermined variables. Final design, financing, economic conditions, market rates, construction costs, expansion size and amenities are just a few of them. The Task Force initially studied a preliminary, "test-fit" concept for purposes of the MCTF which was estimated to cost \$750 million. However, the San Diego Convention Center Corporation issued an RFP in August 2010, and in November 2010, selected a new, more cost effective and efficient design. The new design is 38% less in reduced mass and volume and the new cost estimate is \$520 million.

### 19. WHO IS DESIGNING THE EXPANSION?

The design team of Fentress Architects/John Portman & Associates/Civitas Inc. were selected. Fentress has worked on many other civic projects including the: Colorado Convention Center – both Phase I and expansion projects; Pasadena Convention Center; Santa Fe Community Convention Center; and the Los Angeles International Airport Tom Bradley International Terminal Expansion and Enabling projects.

### 20. WILL THERE BE ANY PUBLIC AND/OR DESTINATION ENHANCEMENTS FOLDED INTO THE PROJECT?

The site is located along San Diego's signature waterfront so there is ample opportunity to enhance public serving amenities to benefit visitors and locals alike. The concepts include a 5-acre waterfront park; grassy wide open spaces for public art, concerts and other events; retail space; a restaurant; and a pedestrian promenade showcasing views of San Diego Bay, just to name a few. The expansion would also include development of a convention-oriented hotel and a previously planned water taxi.

### 21. WILL THE EXPANSION BE GREEN?

Consistent with the recommendations of the MCTF, public feedback and the San Diego Convention Center Corporation's commitment to sustainable practices, a number of environmentally-friendly options are being proposed to make the expansion one of the greenest buildings in the nation. The building will conform to the United States Green Building Council's Leadership in Energy and Environmental Design, or LEED certification.

Fentress has completed a preliminary LEED scorecard and believes that a Gold ranking will be possible. Other features include: energy efficient lighting, using natural light and sun shading; incorporation of a photovoltaic system to offset energy use; natural ventilation, solar chimney, geothermal heat exchange and use of wind power; storm water retention and filtration; on-site water treatment system for grey water recovery and re-use and dewatering desalination; low water plantings, drip irrigation and minimization of domestic water demand from city system; recycling and use of recycled materials and food composting.

September 11, 2013



## Attachment 2

# San Diego Convention Center Phase III Expansion

SDCCC Presentation to Mayor's Task Force

June 2, 2009





- **Process of Analysis**

- Outside → In
- Inside → Out

- **Testing Alternatives**

- Program Size
- Functionality
- Urban Design
- Sustainability
- Constructability
- Cost

- **Convention Center Building Program:**

- Exhibition Halls (225,000-400,000 SF)
- Meeting Rooms (80,000-100,000 SF)
- Multi-purpose Ballroom (80,000 SF)

- **Ancillary Development Program:**

- Hotel (500 Rooms)
- Ground Floor Retail (40,000 SF)
- Outdoor Public Space



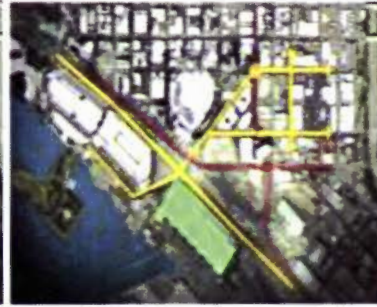
OPTION 1  
"ABOVE RAIL YARD"



OPTION 2  
"ON RAIL YARD"



OPTION 3  
"ADJACENT UNDERGROUND"



OPTION 4  
"PORT SITE WITH SEPARATION"



OPTION 5  
"PORT SITE CONTIGUOUS"



OPTION 6  
"HARBOR PENINSULA"



OPTION 7  
"5TH AVENUE TAILGATE PARK"

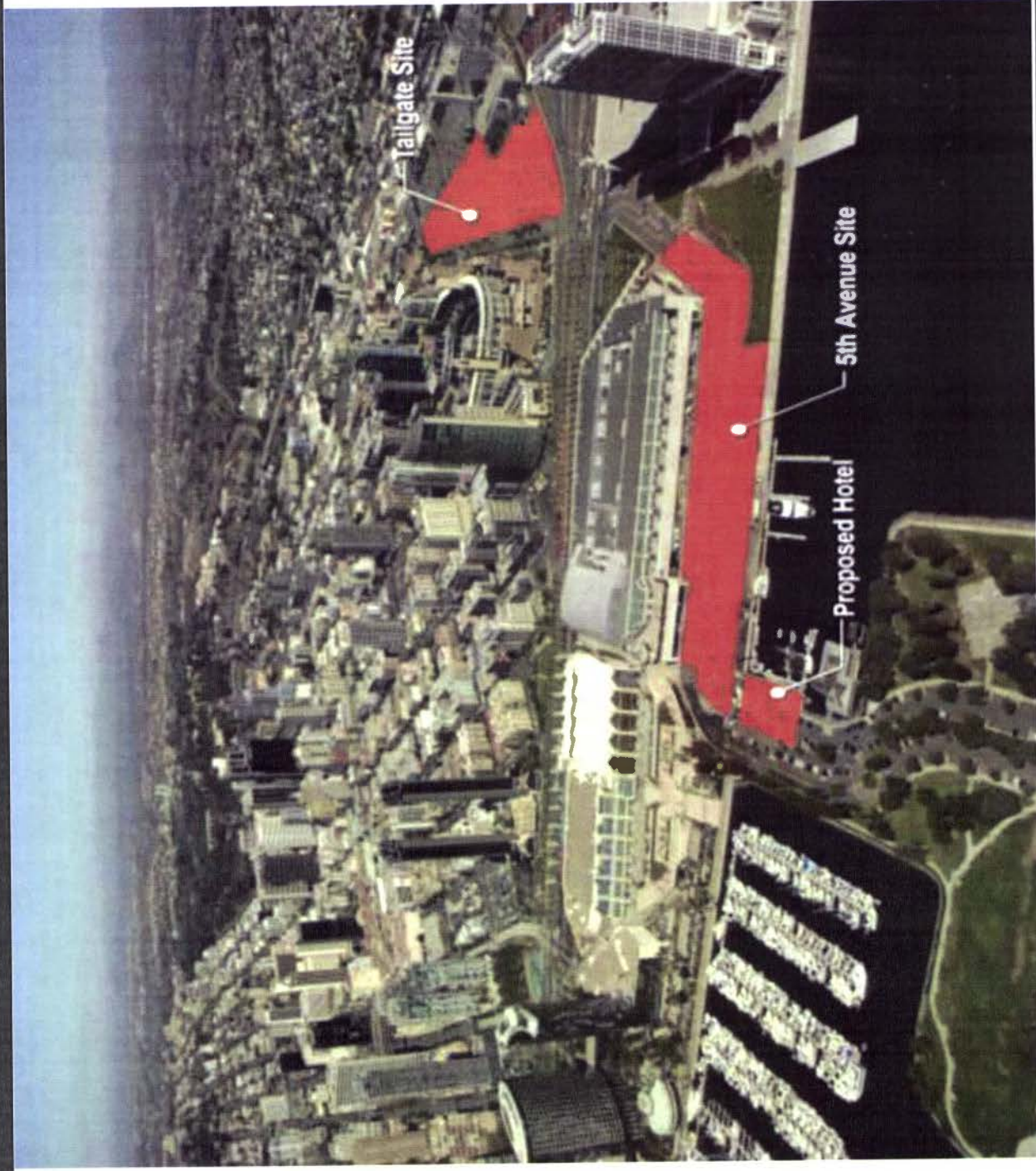


OPTION 8  
"CONCOURSE"

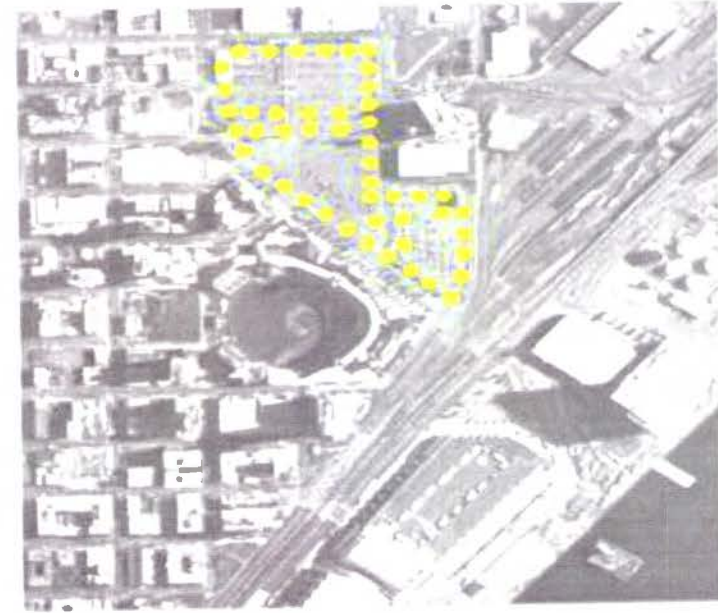


OPTION 9  
"SIDE OPTION"





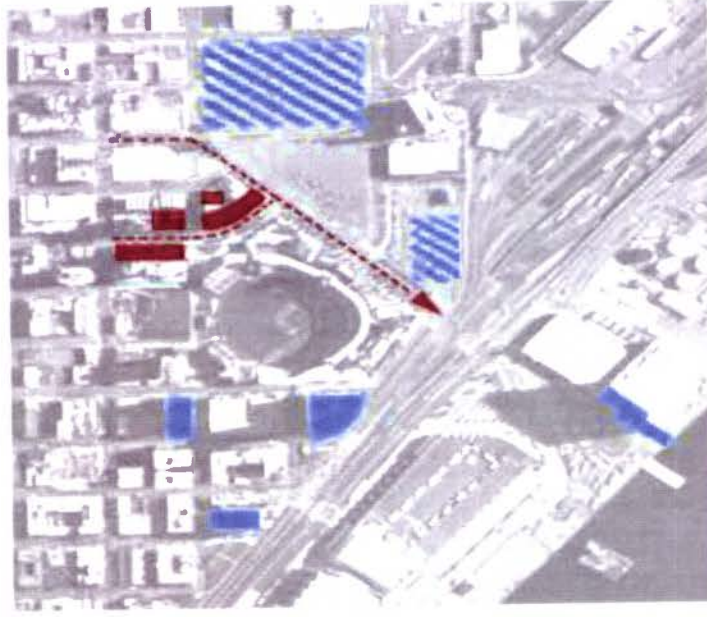




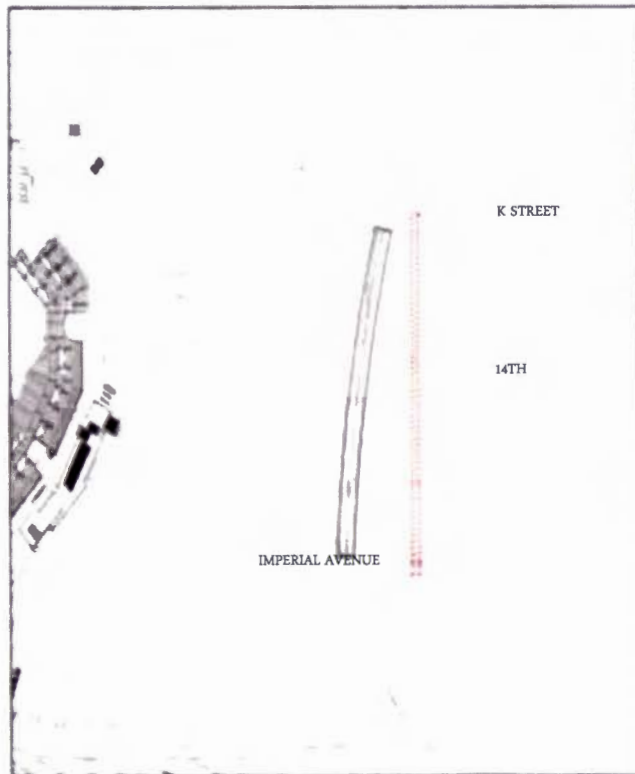
SITE



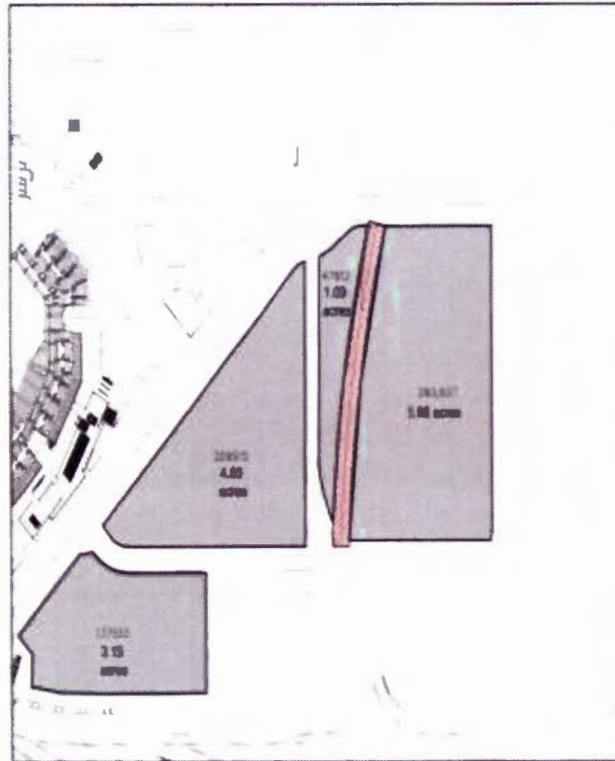
ACCESS PEDESTRIAN VEHICULAR TROLLEY STOPS AND SERVICE



RETAIL HOTEL AND POTENTIAL HOTEL



FAULT LINE, AREA OF INFLUENCE & EXISTING BOX CULVERT



SITE AREAS



DISTANCES TO EXISTING CONVENTION CENTER:

- 2,063 FT.
- 2,160 FT.
- 3,050 FT.
- 2,280 FT.
- 225 FT.
- 371 FT.



## TAILGATE SITE

OPTION\_1



100' (30.5m)

100' (30.5m)

OPTION\_2



100' (30.5m)

100' (30.5m)

OPTION\_3



100' (30.5m)

100' (30.5m)

OPTION\_4



OPTION\_5



OPTION\_6



100' (30.5m)

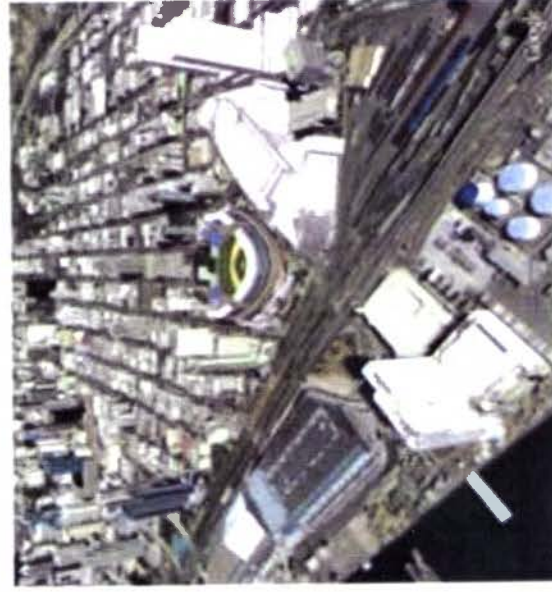
100' (30.5m)



Option 6A



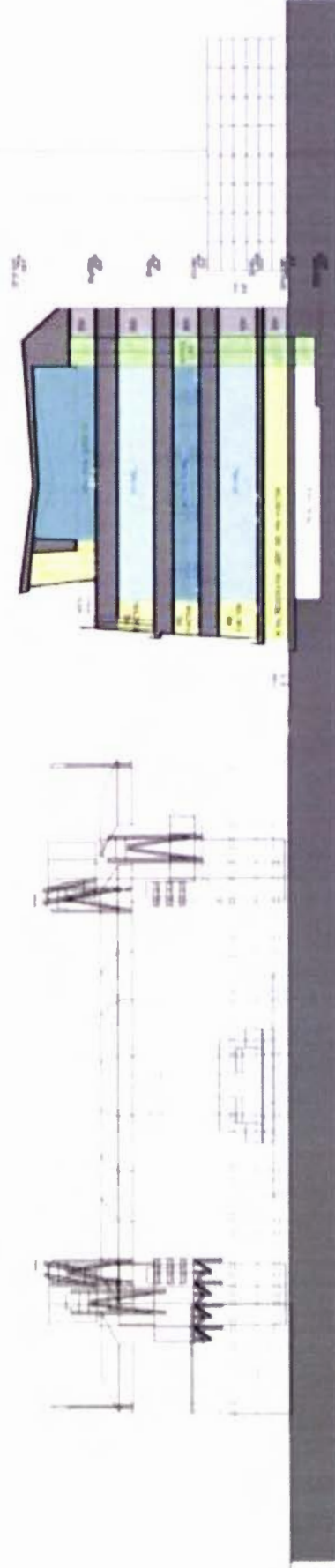
Option 6B







Option 6A



Option 6B

### Attachment 3

## SDCC Phase III Expansion Site Analysis Matrix

	Facility Requirements							Environmental Criteria					Urban Design Criteria							Construct-ability	Land Use / Ownership
	Size	Service Access	Pedestrian Access	Vehicular Access	Public Transit Access	Parking	Proximity	Water	Air	Habitat	Acoustic	Remediation	Scale	Urban Space	Neighborhood	View To	View From	View Corridor	Visual Connection		
Option 1 Above Rail Yard	Meets all facility requirements							Remediation issues					No known urban design issues identified during preliminary analysis							Extensive railroad and MTDB issues	Extensive use issues
Option 2 On Rail Yard	Meets all facility requirements							Remediation issues					No known urban design issues identified during preliminary analysis							Extensive railroad and MTDB issues	Extensive use issues
Option 3 Adjacent Underground	Meets all facility requirements							Remediation and water issues					No known urban design issues identified during preliminary analysis							Excavation and dewatering issues	No longer available
Option 4 Port Site with Separation	Meets all facility requirements							Potential water quality issues, remediation efforts required					No known urban design issues identified during preliminary analysis							Viable	No longer available
Option 5 Port Site Contiguous	Meets all facility requirements							Potential water quality issues, remediation efforts required					View corridor blocked							Viable	No longer available
Option 6 Harbor Peninsula	Meets minimum facility requirements							Potential water, air, habitat and hazardous material issues					No known urban design issues identified during preliminary analysis							Foundation issues	Extensive use issues
Option 7 16 <sup>th</sup> Ave / Tailgate Park	Does not meet facility requirements Pedestrian access is poor Facilities are not connected							No known environmental issues identified during preliminary analysis					No visual connection with existing facility							Viable	Extensive use issues
Option 8 Concourse	Does not meet facility requirements Pedestrian access virtually non-existent Facilities are not connected							No known environmental issues identified during preliminary analysis					No visual connection with existing facility							Viable	Extensive use issues
Option 9 Bayside Option	Meets all facility requirements							No known environmental issues identified during preliminary analysis					View corridor blocked							Viable	Extensive use issues
Option 10 Tailgate Park	Meets all facility requirements							No known environmental issues identified during preliminary analysis					Scale not marketable							Viable	Extensive use issues
Option 11 5 <sup>th</sup> Ave Landing	Meets all facility requirements							Mitigable environmental issues identified in the ARC lease & EIR					No known urban design issues identified during preliminary analysis							Viable	SDCCC leased



## Attachment 4

### San Diego Convention Center Phase III Expansion Site Selection, Design, and ROI Overview

#### Background:

In 2001, an expansion to the San Diego Convention Center opened, providing nearly double the original exhibit space, meeting and ballroom space. Almost immediately after opening, the expanded facility has been at maximum capacity. As a result of the strong demand, the San Diego Convention Center Corporation began exploring additional sites for a Phase III expansion beginning in 2003 and ending in the selection of the current site located on the 5<sup>th</sup> Avenue Landing parcel in 2010. The following provides a detailed overview of the site review analysis and the public process undertaken to select the current site of the proposed Phase III expansion.

#### Alternative Site Analysis

Between 2003 and 2007, nine convention center expansion sites were identified and eliminated as either not feasible due to cost, the land was no longer available, or the location was simply not feasible due to larger constraints such as building over the bay or railroad yard. The exhibits below identify those nine locations.



OPTION 1  
"Above Rail Yard"



OPTION 2  
"On Rail Yard"



OPTION 3  
"Adjacent Underground"



OPTION 4  
"Port Site with Separation"



OPTION 5  
"Port Site Contiguous"



OPTION 6  
"Harbor Peninsula"



OPTION 7  
"16th Avenue/Tailgate Park"



OPTION 8  
"Concourse"



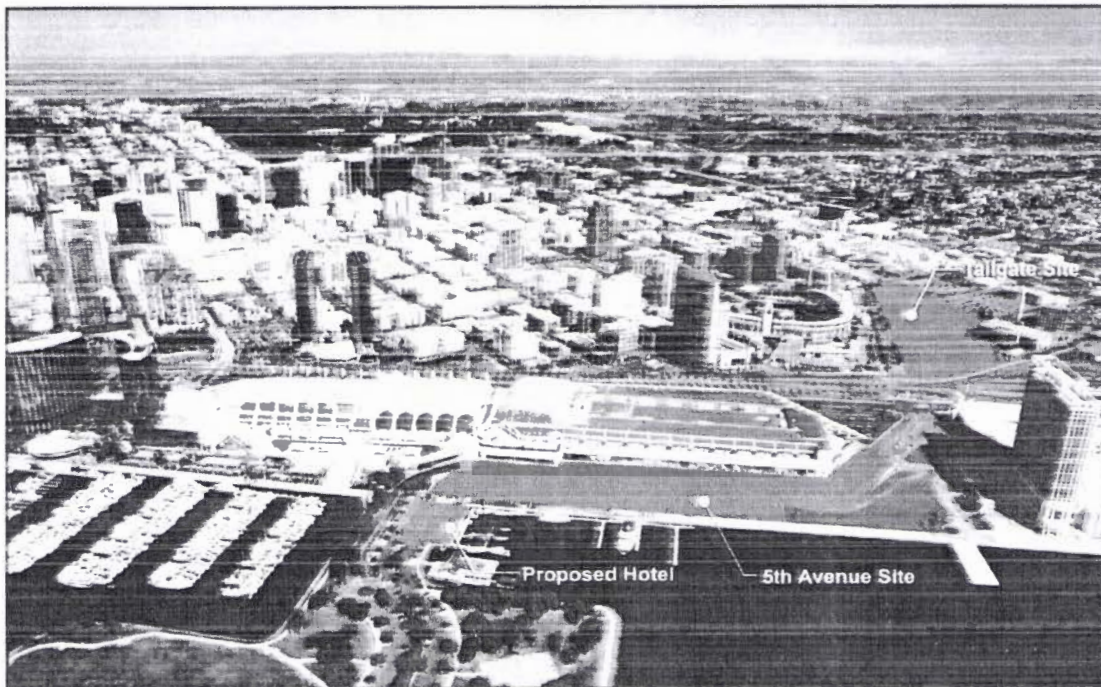
OPTION 9  
"Bayside Option"

In 2009, as part of the Mayor's Citizen Task Force (MCTF), two additional potential sites were evaluated. The first, identified as the 5<sup>th</sup> Avenue Landing site, was located immediately behind the



current Phase II of the convention center and the San Diego Bay and the second, identified as the Tailgate Park site, is located east of Petco Park along Park Boulevard.

The MCTF evaluation found that the Tailgate Park site has an active earthquake fault that runs through the middle of the site. The MCTF concluded that a non-contiguous expansion would (i) have no impact on one of the primary causes of lost business (accommodation of full-facility users) and (ii) little impact on the ability to accommodate two large conventions simultaneously because of the inability to stack multiple events in a single, large expanse of contiguous exhibit hall space immediately adjacent to meeting rooms, ballrooms, kitchens, etc. Moreover, the MCTF determined, and confirmed with event meeting planners, that the convention and meeting industry would view a non-contiguous facility as a separate facility and that no single user would book both facilities.



After 11 public meeting, dozens of hours of expert testimony, review of hundreds of pages of evidentiary materials and consideration of public testimony, the MCTF recommended that the Phase III Expansion proceed at the 5<sup>th</sup> Avenue Landing site.

The 5<sup>th</sup> Avenue Landing site was recommended as the proposed convention center expansion location by the members of the MCTF because it:

- Allows for a contiguous expansion of the current facility;
- Provides a functional and direct connection to the existing facility;
- Adds visitor and resident serving park, open space, and retail;
- Creates improved access to and from the facility from the bayside and Hilton Bayfront;

- Improves waterfront views and enhances the pedestrian experience along the bay by screening loading docks and removing heavy truck traffic along Convention Way;
- Improves pedestrian safety and access to and from the waterfront and public realm areas.

### Market/Space ROI Analysis

In order to determine the core elements for the proposed expansion, and evaluate the feasibility of the proposed site to meet the core elements required to make the expansion generate a return-on-investment (ROI), a comprehensive market analysis was completed in 2009 by AECOM on behalf of the MCTF. An update and refinement of the initial AECOM study was completed in 2010. While the previous analysis focused heavily on the onset of the recession and what effect that might have on the needs of the meetings and conventions industry for expanded facilities in San Diego, the 2010 assignment essentially drilled down to greater detail on the ROI question. The primary research involved a set of much more detailed discussions with meeting executives for user groups and potential user groups using a larger sample than was included in the 2009 analysis. The goal was to provide guidance to the San Diego community and the design team regarding the optimum size of expansion project and the types and features of spaces included in the expansion to maximize the ROI. The study determined that a contiguous expansion would provide the following annual economic benefits to the City of San Diego and the Region:

Total economic benefit	\$698 million
Direct delegate spending	\$372 million
Annual hotel room sales revenue	\$121 million
New City revenues	\$15.9 million
New permanent jobs	6,685

The AECOM study also found that the economic impacts of the proposed Phase III contiguous Expansion were scalable and sensitive to the size of the expansion. For example, the study concluded that for each reduction of 10,000 square feet of exhibit hall space there would be a \$10 million reduction in annual hotel room sales revenue.

The report concluded that the following combination of program elements were essential to maximizing the ROI on the expansion:

- Additional 250,000 square feet of exhibit space contiguous to the current facility;
- An additional 80,000 sq ft ballroom;
- An additional 100,000 sq ft of meeting space; and
- Essential pre-function and support space.



## Building Design Iterations

As part of the MCTE, a “test fit” design referred to as Concept A was developed and evaluated to identify if the essential expanded program elements (exhibit space, ballroom, and meeting rooms) could be attained.



### Conceptual Rendering of Concept A: "Test Fit"



Program Design Rendering of Concept A: "Test Fit"

Subsequently, staff from the Port of San Diego and San Diego Convention Center Corporation initiated a meeting with Coastal Commission staff to provide an overview of the design concept and seek feedback to help establish key design elements and programming goals necessary to incorporate into a design competition initiated in the summer of 2010. The core parameters of the design had to:

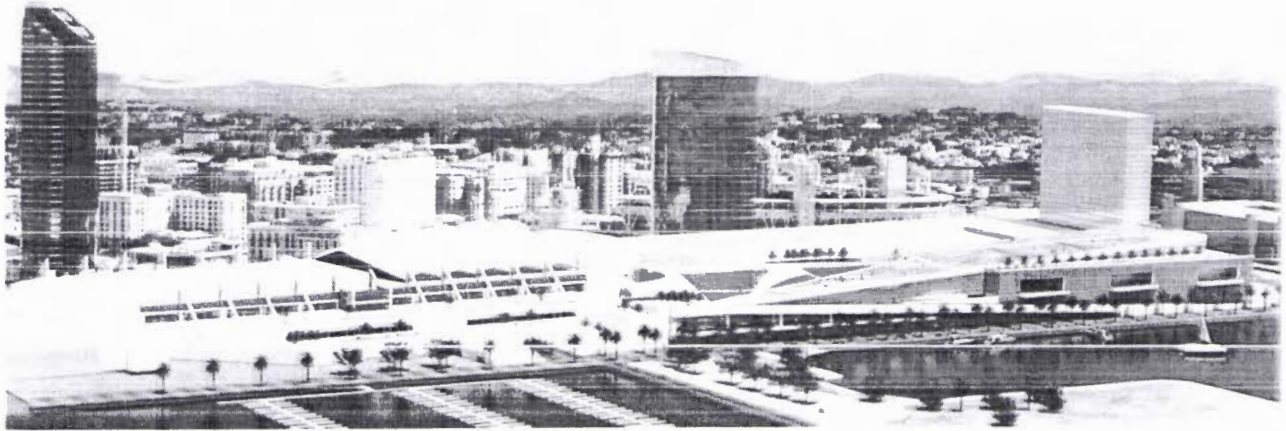
- Achieve the expansion's quantitative and qualitative programming goals in or about the expansion site;
- Incorporate a hotel into the project's master plan;
- Preserve and enhance the beauty and utility of the public realm spaces surrounding the expansion site through, among other things, improved public access and programming;
- Integrate the expansion with existing Convention Center facilities; and
- Enhance the public's experience on the bayfront and include public parks in the immediate vicinity of the project.

In November 2010, Fentress Architects/John Portman & Associates/Civitas Inc. was selected to design the proposed Phase 3 expansion. The team was chosen for the simple, functional and flexible plan they developed that would increase contiguous exhibit hall and meeting room space while maximizing traffic flows in response to many of our clients' requests. The design also complements the current facility and energizes the waterfront by providing numerous public amenities including the addition of approximately 5 acres of new public realm space with expansive views of the bay.

During the MCTF, a different design was presented to members as a "test-fit" for study. The Fentress/Portman/Civitas team developed a completely different design than Concept A. The new design is much more cost-effective and offered its own unique set of advantages, including:

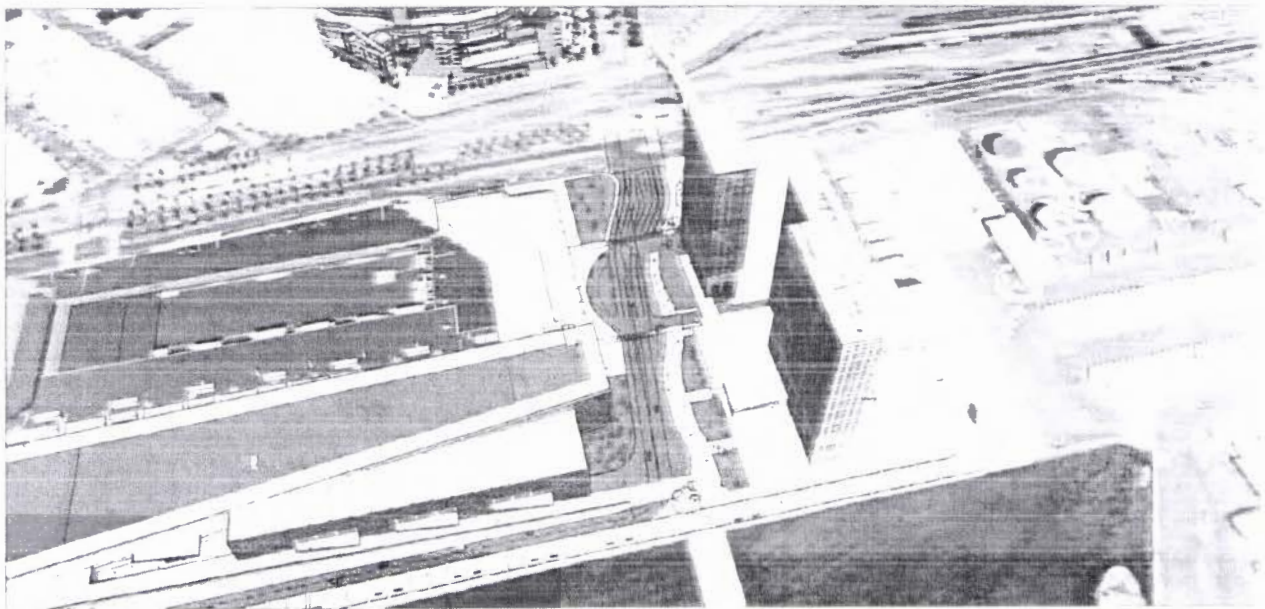
- Reduced mass and volume from Concept A (test fit) by 38%
- Reduced exterior envelope/skin
- Exhibit and meeting space conformed to existing number of floors
- Increased ratio of usable space
- Exhibit floor loading at grade
- No exhibit hall exit stair requirements

The new design included a 500-room hotel tower adjacent to the current convention center.



*Fentress/Portman/Civitas Design November 2010*

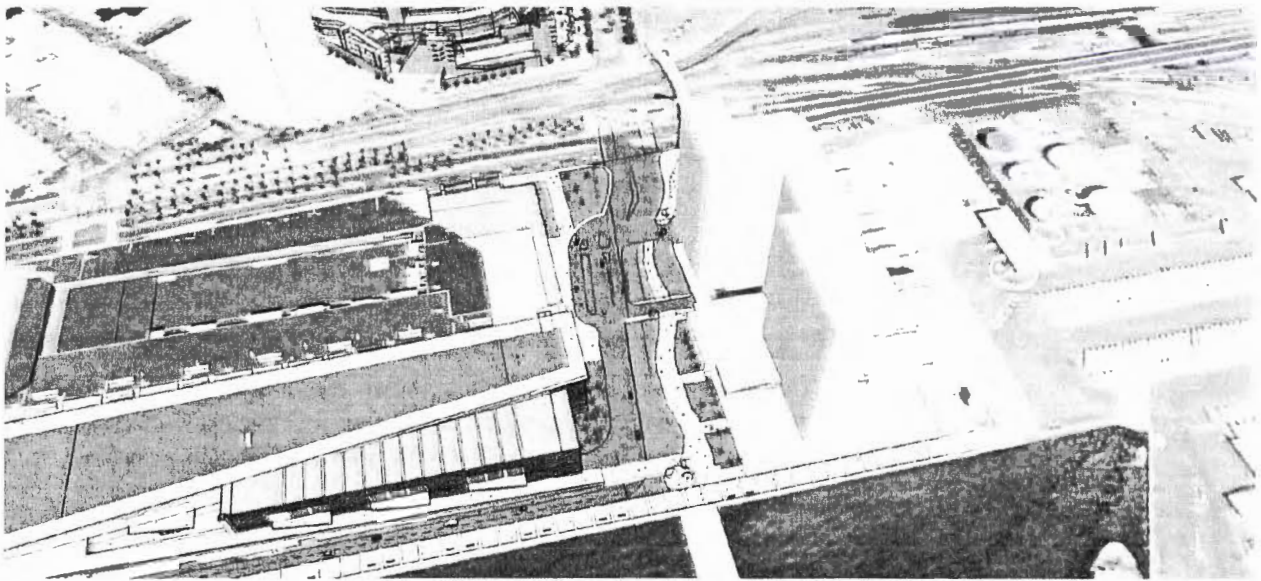
In the original conceptual plan for the project, the proposed expansion hotel on the triangular part included pre function space and circulation for the Convention Center. However, as the current location (on and adjacent to the Hilton Hotel parking garage) of the expansion hotel emerged as the preferred alternative, it became clear that additional pre-function space was needed along the southeast side of the building.



*Fentress Revised Building Footprint with Hotel Tower Moved Across Park Blvd*

Originally, the proposed expansion included a 90-foot depth for the additional pre-function space. However, the depth was reduced to 60 feet to improve the view corridor and "window to the bay".





*Fentress Revised to Provide 60 foot lobby/circulation space (from 90 ft)*

The pre-function space in its current configuration is necessary for the following reasons:

Convention Center operations:

1. Adding an 80,000 sf ballroom. Depending on the set up, the ballroom could have between 5,000 and 10,000 occupants. The east lobby will be the primary building entrance and registration area for participants using the ballroom. Sixty (60) feet is a necessary functional depth for this use and population for both circulation and safety.
2. Adding 225,000 sf of exhibition space. The east lobby will serve as pre-function and registration hall for a major portion of this addition. A pre-function area of 60 feet is a minimal functional depth for this use and population for both circulation and safety.
3. The eastern addition contains a publically accessible elevator lobby to the rooftop park.
4. The east lobby will serve as the primary entrance for pedestrian traffic on Park Boulevard and to and from the Hilton Bayfront Hotel.
5. The east lobby will serve as a primary shuttle service drop-off point.
6. The east lobby and entrance will provide needed street-level activation of Park Boulevard and the Bayfront adjacent to the Convention Center.

Project's urban planning goals:

1. Activation of Park Boulevard is facilitated by converting the southeast face of the Convention Center into a primary entry to the facility because it will cause Park Boulevard to be populated by thousands of convention delegates each day who will use the southeast entrance for ingress and egress and who will use the

existing pedestrian bridge to walk to Downtown, cross to the Hilton or visit the Bayfront.

2. One of the primary entrances to the 5-acre rooftop park is a publically accessible elevator adjacent to the southeast entrance to the facility. An activated Park Boulevard will draw the general public to the Bayfront and the rooftop park.
3. One of the goals of the project is to enhance the pedestrian connection between the Hilton and the Convention Center. The southeast entrance accomplishes that.
4. Eliminating the pre-function space would result in continuing the existing condition of a hard, blank exterior wall of Exhibit Hall H facing Park Boulevard and the Hilton and the facility having no direct connection to those spaces.

The project, at its narrowest point (between the end of the proposed expansion and the façade of the Hilton Bayfront), would provide at least a 270-foot-wide "window to the bay ". For reference, a football field (including end zones) is 360 feet long, the average Downtown San Diego city block is 200' x 300', and a basketball court is 94 feet long (3 basketball courts laid side by side would be 282 feet long).