

# Integrated Planning Port Master Plan Update

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

**POLICY DISCUSSION CONSIDERING  
PAID ADVERTISING IN SPECIFIC  
APPLICATIONS**

Board of Port Commissioners  
June 12, 2018

# Today's Workshop:

## PRESENTATION AND DIRECTION TO STAFF ON THE PORT MASTER PLAN UPDATE – POLICY DISCUSSION CONSIDERING PAID ADVERTISING IN SPECIFIC APPLICATIONS:

- A) BUILDING WRAPS WITHIN AN  
ADVERTISING DISTRICT
- B) DIGITAL INFORMATIONAL AND  
WAYFINDING SIGNAGE

**SAN DIEGO UNIFIED PORT DISTRICT**

☐ Non Agenda Public Comment

**REQUEST TO SPEAK**  
Submit completed form to staff prior to Chair announcing the agenda item.

Agenda Item No. **A**

Date: \_\_\_\_\_

☐ In Favor    ☐ In Opposition    ☐ Neutral

Other (specify): \_\_\_\_\_

**PERSONAL INFORMATION:**

The information requested below is voluntary.  
Any information provided on this form is a public record and subject to disclosure under the California Public Records Act.

Name: \_\_\_\_\_  
(Please Print)

Organization or Affiliation: \_\_\_\_\_  
(If applicable)

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone Number: (    ) \_\_\_\_\_

Email: \_\_\_\_\_

**SAN DIEGO UNIFIED PORT DISTRICT**

☐ Non Agenda Public Comment

Agenda Item No. **B**

Date: \_\_\_\_\_

☐ In Favor    ☐ In Opposition    ☐ Neutral

Other (specify): \_\_\_\_\_

**PERSONAL INFORMATION:**

The information requested below is voluntary.  
Any information provided on this form is a public record and subject to disclosure under the California Public Records Act.

Name: \_\_\_\_\_  
(Please Print)

Organization or Affiliation: \_\_\_\_\_  
(If applicable)

Title: \_\_\_\_\_

Address: \_\_\_\_\_

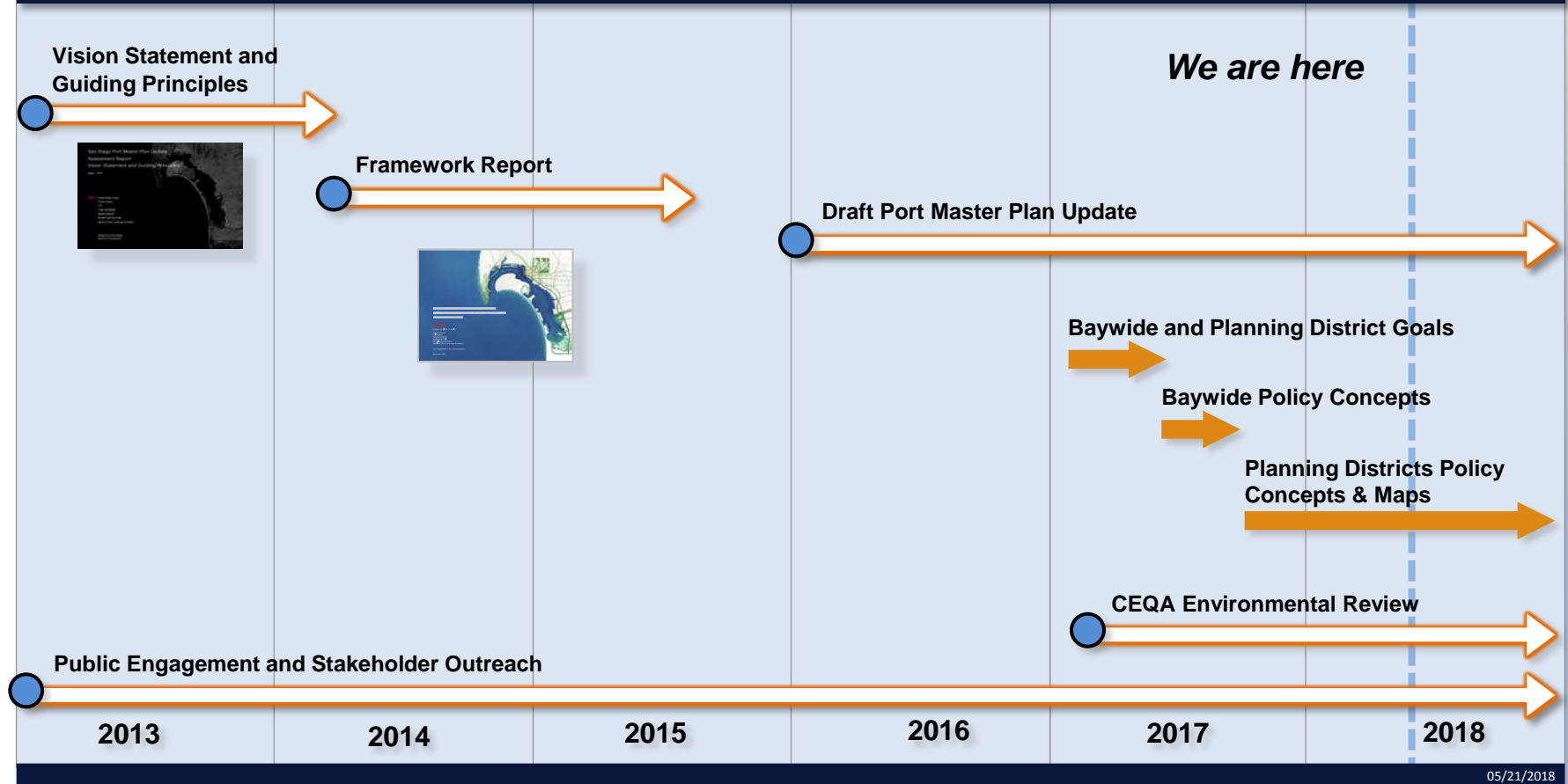
City/State/Zip: \_\_\_\_\_

Telephone Number: (    ) \_\_\_\_\_

Email: \_\_\_\_\_

# INTEGRATED PLANNING PROCESS

Page 3 of 64 A



05/21/2018

# INTEGRATED PLANNING PROCESS

Page 4 of 64 A

2017

2018

Draft Port Master Plan Update

Baywide & Planning District Goals



Baywide Policy Concepts



Planning District Policy Concepts & Maps

We are  
here

Board Workshops

CEQA Environmental Review

Public Engagement and Stakeholder Outreach

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

05/21/2018



**VISION  
STATEMENT  
& GUIDING  
PRINCIPLES**

**FRAMEWORK  
REPORT**

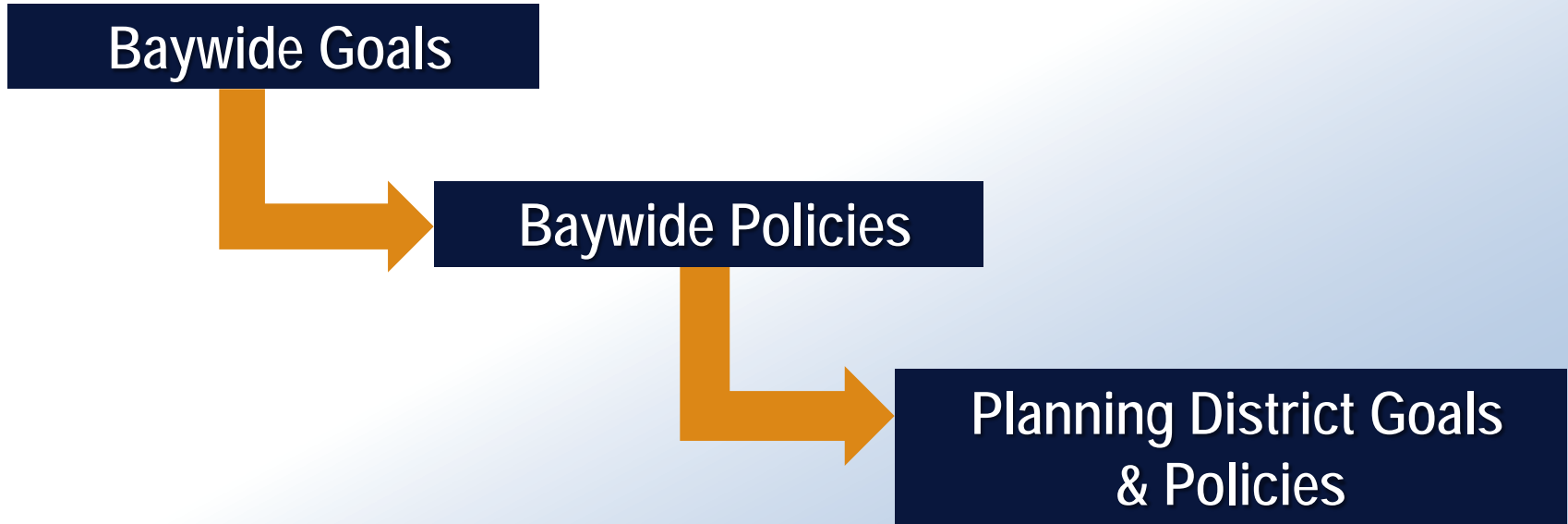
**PMPU  
GOALS**

**PMPU  
POLICY  
CONCEPTS**

**OBJECTIVES**

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

# Port Master Plan Update: TIERED BAYWIDE GOALS & POLICIES APPROACH





PROJECTS



POLICIES





# Coastal Access and Recreation Element

## RECAP

## Vision Statement & Guiding Principles:

“Honor the Water”

“Guarantee the Public Realm”

“Create a Comprehensive Open Space Plan”

“Provide Ease of Mobility on Land and Water”

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

*BPC Acceptance: August 2014*

## Framework Report Comprehensive Ideas:

“Open Space Can Create a Sense of Place”

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

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

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

*BPC Acceptance: November 2015*



# GOALS

## Goals for Coastal Access and Recreation Element



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

*BPC Workshop: May 25, 2017*

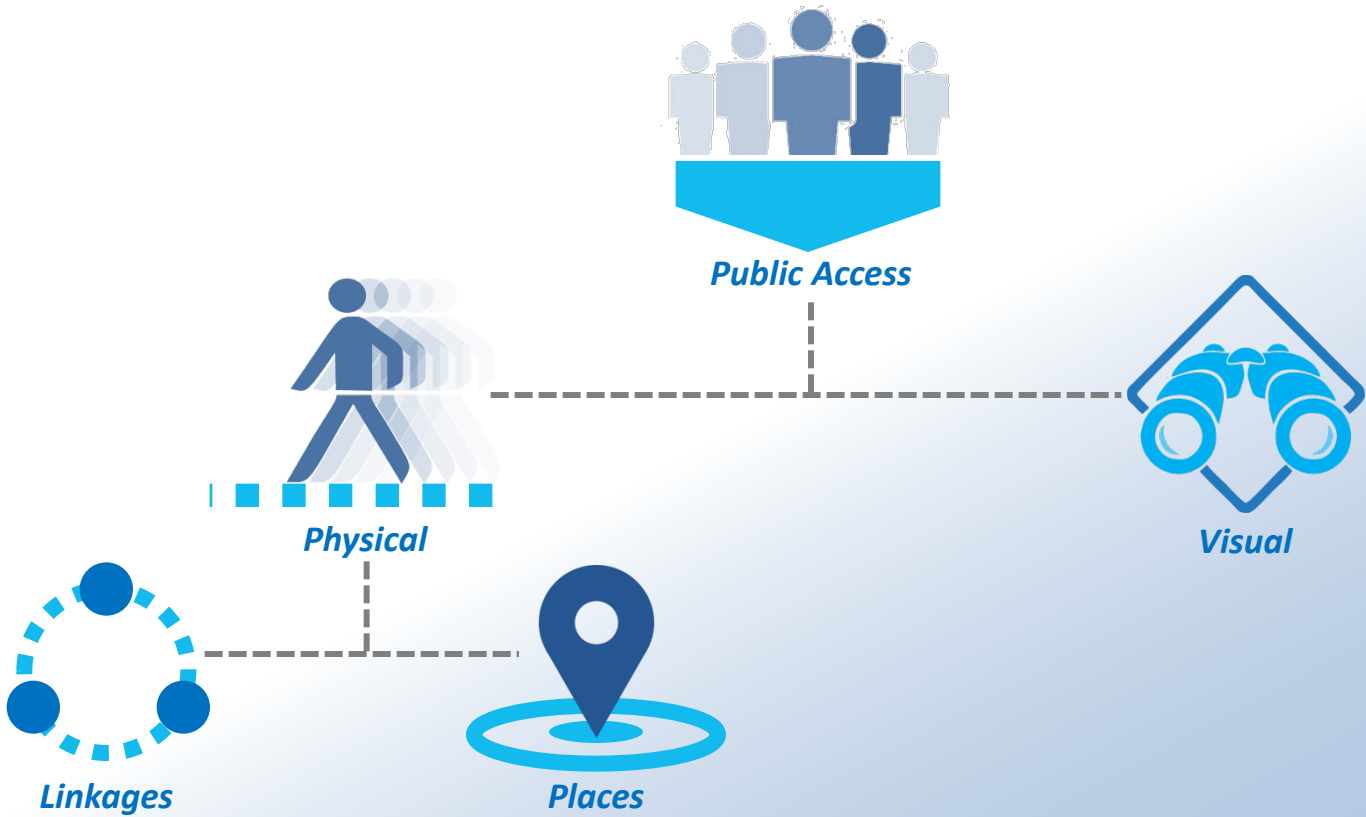
# Coastal Access and Recreation Element Policy Concepts

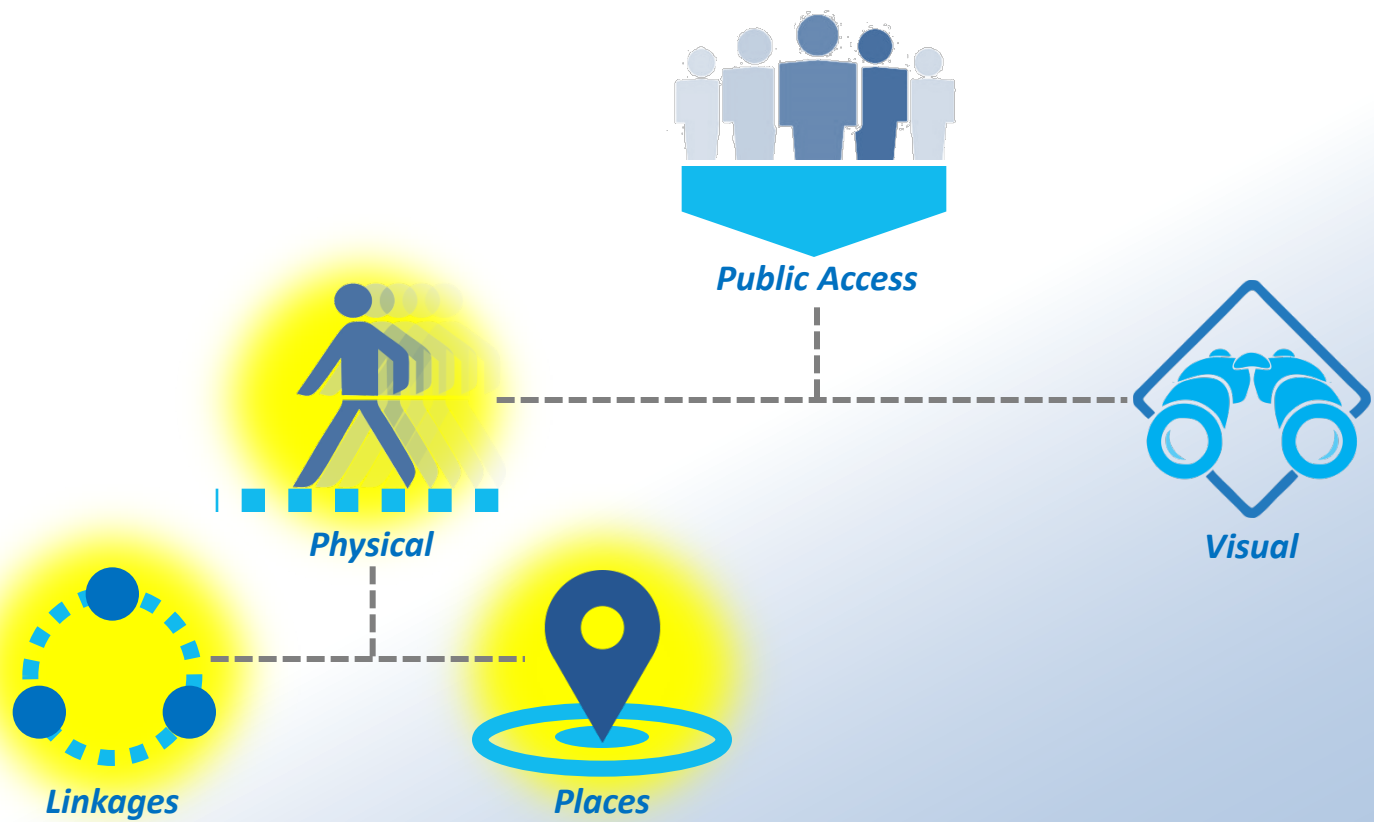
## Current State

- Lacking “sense of place”
- Disconnected or stand-alone open spaces, parks, and recreational areas
- Limited access to “touch” and “explore” land/water interface
- Underutilized open space

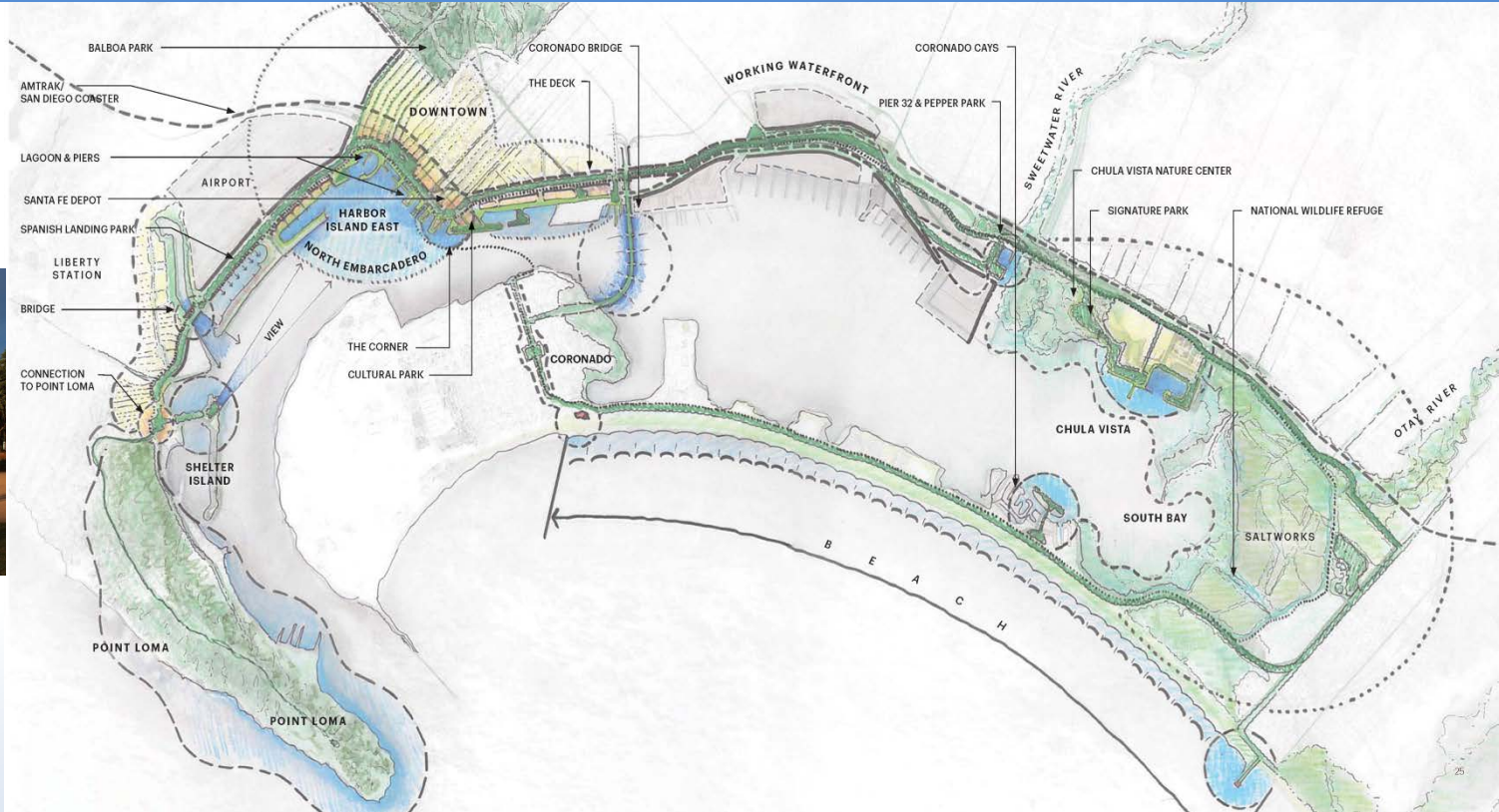
## Future State

- Focus on placemaking
- Interconnected Green Necklace network
- Expanded access opportunities
- Activated public realm





## Cogent informational and wayfinding system along green necklace to enhance user experience

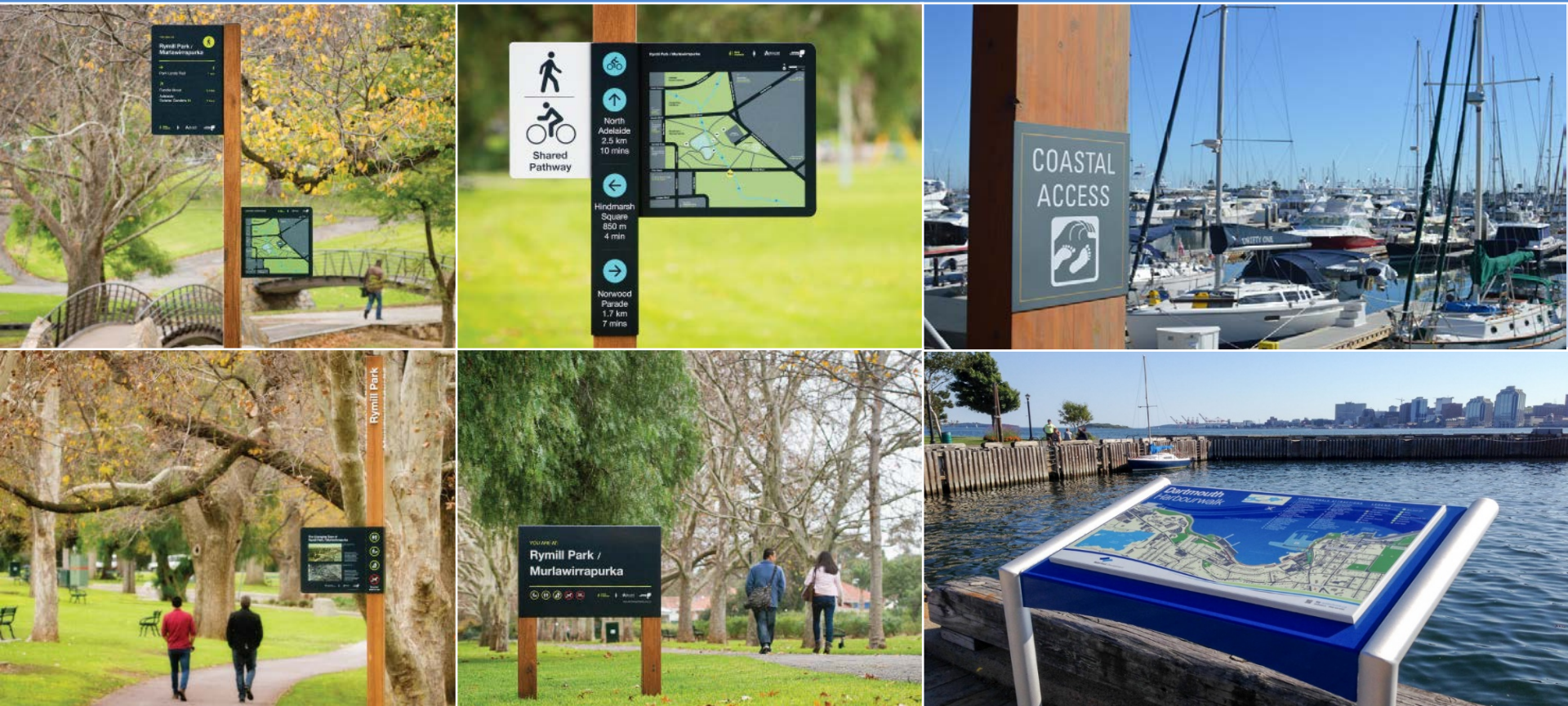


Integrate with neighboring jurisdictions





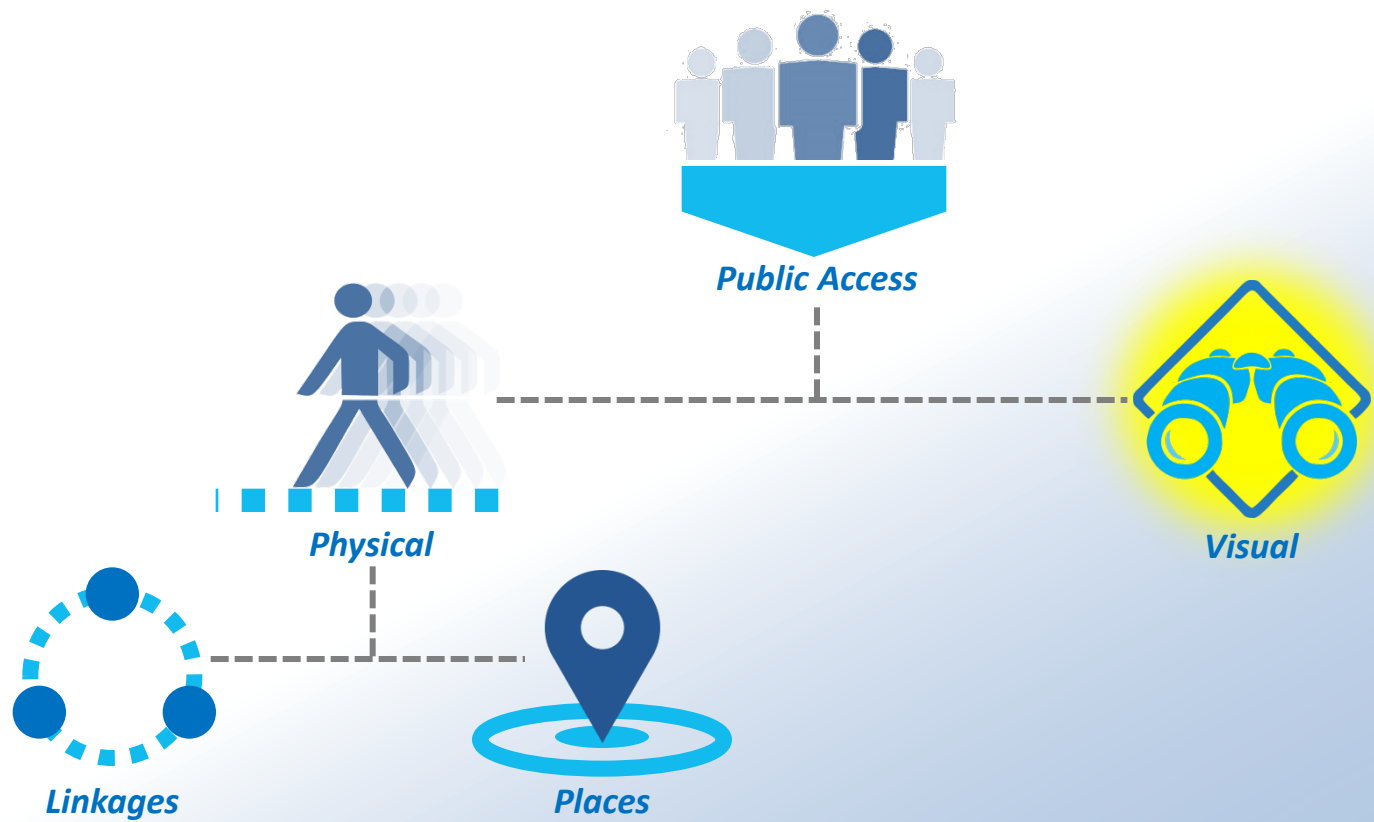
Locate wayfinding in obvious and accessible locations





Incorporate environmental informational signage







## Scenic Vista Areas



*East Harbor Island*



*Grand Caribe Shoreline Park*



*Centennial Park, Coronado*

# POLICY CONCEPT: PROVIDE VISUAL ACCESS

## View Corridor Extensions



Shelter Island



Coronado



Chula Vista



National City



Imperial Beach



## Declare The Window to the Bay





# Workshop Terminology:

On-Site/On-Premise Signage

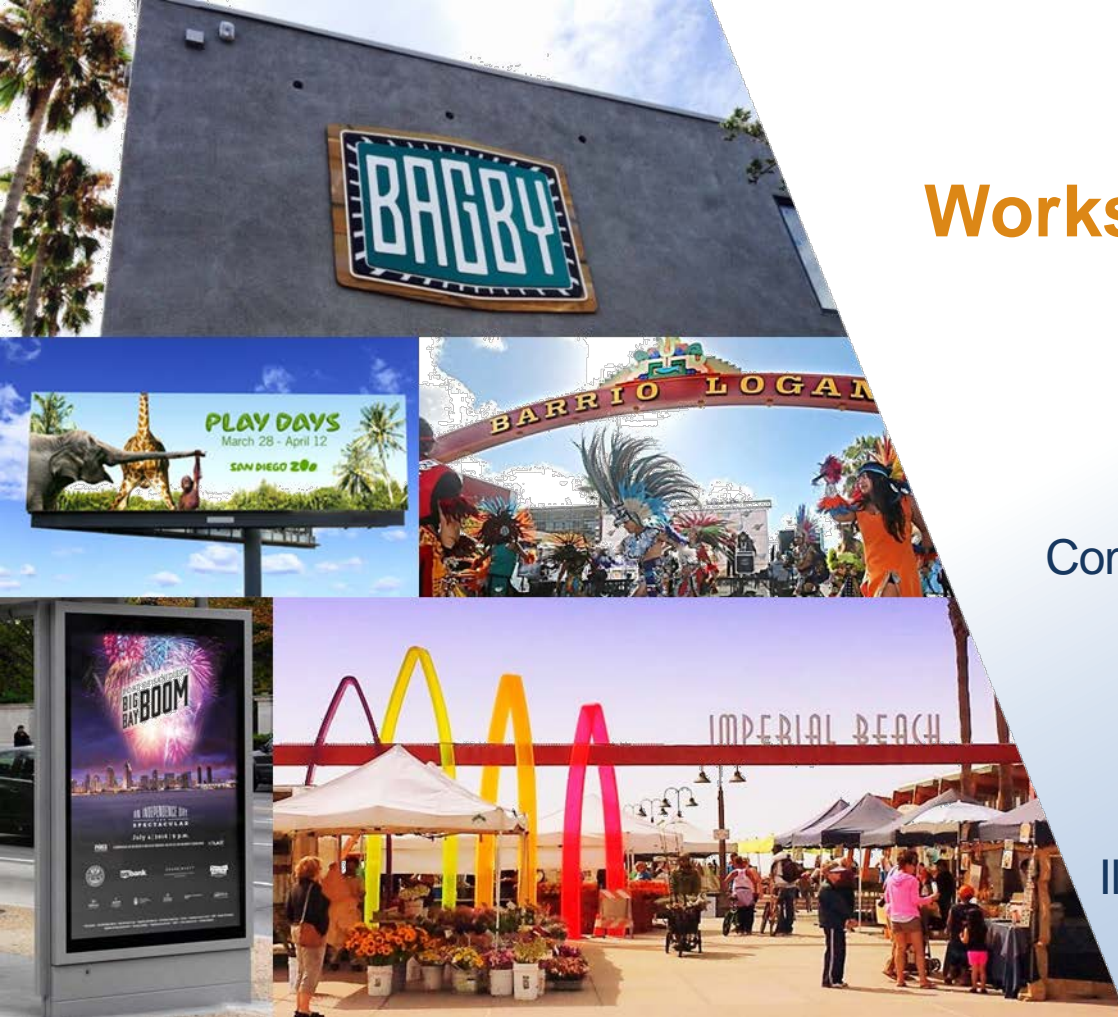
Off-Site/Off-Premise Signage  
(Paid Advertising)

Community Event and Public Service  
Announcements

Iconic Destination Signage

Informational & Wayfinding

Illuminated versus Non-Illuminated







# WORKSHOP TERMINOLOGY: Off-Site/Off-Premise Signage (Paid Advertising)

Page 25 of 64 A

## Billboards



San Diego, CA



San Diego, CA



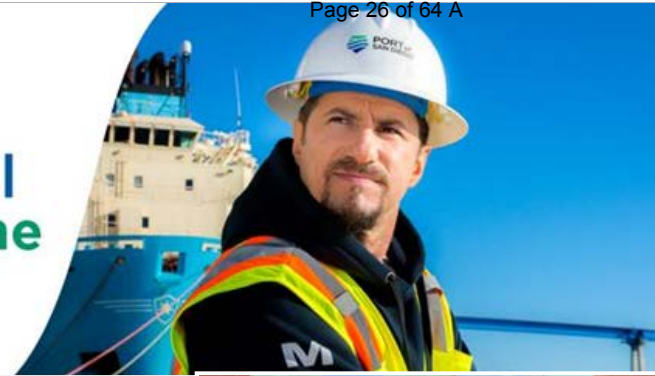
Columbus, OH

Building Wraps/Wall Signs





At the *heart* of it all  
is Maritime





# WORKSHOP TERMINOLOGY: Iconic Destination Signs

Page 27 of 67 A





# WORKSHOP TERMINOLOGY: Informational & Wayfinding

Port of San Diego

## ENVIRONMENTAL Steward

The Port of San Diego is dedicated to sustainable operations and the responsible management of San Diego Bay's waterfront. The Port implements programs to improve and protect the quality of the water, air and natural habitats of San Diego Bay so that visitors and residents can enjoy a world class waterfront with a healthy, natural environment. To learn more, please visit [portsandiego.org](http://portsandiego.org)

Protecting San Diego Bay for Future Generations

GREEN PORT

## GUIDE TO EATING FISH FROM SAN DIEGO BAY

Eating fish can be part of a healthy diet. However, fish from San Diego Bay may contain levels of PCBs and/or mercury that can be harmful to people. Before eating fish from San Diego Bay, consider the following tips to help reduce your risk of exposure to these contaminants.

**Women age 18-45 and children age 1-17**

| Up to 2 servings per week | 1 serving per week     | DO NOT EAT            |
|---------------------------|------------------------|-----------------------|
| Diamond Turbot            | Pacific Chub Mackerel  | Shiner Perch          |
| Spotted Turbot            | Round Stingray         | Topminnet             |
| Black Perch               | Shoemaker Guttafish    | Spotted Sand Bass     |
| Pike Surfperch            | Barned Sand Bass       | Barned Sand Bass      |
| Rainbow Seaperch          | Yellowfin Croaker      | Yellowfin Croaker     |
| California Lizardfish     | Leopard Shark          | Pacific Chub Mackerel |
|                           | Gray Smoothhound Shark | Topminnet             |

**Women over 45 and men**

| Up to 2 servings per week | 1 serving per week     | DO NOT EAT        |
|---------------------------|------------------------|-------------------|
| Diamond Turbot            | Spotted Sand Bass      | Shiner Perch      |
| Spotted Turbot            | Barned Sand Bass       | Topminnet         |
| Black Perch               | Yellowfin Croaker      | Spotted Sand Bass |
| Pike Surfperch            | Pacific Chub Mackerel  | Barned Sand Bass  |
| Rainbow Seaperch          | Leopard Shark          | Topminnet         |
| California Lizardfish     | Gray Smoothhound Shark |                   |

FOR MORE INFORMATION CONTACT:  
CALIFORNIA OFFICE OF ENVIRONMENTAL HEALTH HAZARD ASSESSMENT  
[www.cdph.ca.gov/fish.html](http://www.cdph.ca.gov/fish.html) • (916) 327-7319 or [fish@oehha.ca.gov](mailto:fish@oehha.ca.gov)

Page 28 of 64 A

## SHORE POWER IN SAN DIEGO

This facility is used by cruise ships to turn off their diesel engines and plug into clean energy.

A Port of San Diego air quality enhancement project.

GREEN PORT

Unified Port of San Diego

[portsandiego.org](http://portsandiego.org)

## Your Neighbors in San Diego Bay

## Protect our Birds and Beaches

### Please Do Not Feed the Birds

Feeding and State Law prohibits the feeding and harassment of animals. (CVR 1000, Section 2015.)

Bird feeding increases bird dependence on people for food, which can lead to overcrowding and ecological imbalances.

Bird feeding can also contribute to high bacteria levels, which can reduce water quality and lead to beach closures.

PORT of SAN DIEGO

## Ospreys

Ospreys are year-round residents of San Diego Bay. This medium-large round raptor is particularly well adapted to diving for fish, with reversible outer toes, closable nostrils to keep out water during dives, and backwards facing scales on the talons which act as barbs to help hold its catch.

Length: 20-24 in (52-60 cm)  
Wingspan: 5-5.5 ft (150-180 cm)  
Weight: 49.4-70.6 oz (1400-2000 g)

Ospreys have dense, oily feathers to repel water and quickly regain flight. Ospreys locate fish by hovering up to 100 feet above the water, prior to plunging feet-first. The Osprey turns the head of the fish forward to reduce wind resistance.

Port Commissioners and their Environmental Advisory Committee funded construction of this nesting platform for the Osprey. Please help protect the



# WORKSHOP TERMINOLOGY: Illuminated versus Non-Illuminated

Page 29 of 64 A



Night



Day

New York Port Authority



Day



Night



# Survey of Jurisdictions:

## BUILDING WRAPS/WALL SIGNS



## On-Site/On-Premise Signage Allowed

### Surveyed Coastal Zone Jurisdictions

- |                       |                        |
|-----------------------|------------------------|
| ✓ Chula Vista         | ✓ City of Carlsbad     |
| ✓ Coronado            | ✓ City of Encinitas    |
| ✓ Imperial Beach      | ✓ City of Oceanside    |
| ✓ National City       | ✓ City of Solana Beach |
| ✓ San Diego           | ✓ City of Los Angeles  |
| ✓ County of San Diego | ✓ City of Long Beach   |

✓ = Allowed / X = Not Allowed



## On-Site/On-Premise Signage Allowed

### Surveyed Jurisdictions with Signage Districts

- ✓ Historic Broadway District in City of Los Angeles
- ✓ Hollywood Signage Supplemental Use District in City of Los Angeles
- ✓ Los Angeles Sports and Entertainment District in City of Los Angeles
- ✓ Los Angeles International Airport
- ✓ City of San Jose
- ✓ New York, NY
- ✓ Washington, DC
- ✓ Boston, MS
- ✓ West Hollywood
- ✓ Denver, CO
- ✓ Columbus, OH

✓ = Allowed / X = Not Allowed

## On-Site/On-Premise Signage Allowed

### Example Parameters

#### Hollywood Signage Supplemental Use District – Wall Signs

- Regulates location on building
- May only be allowed on certain street and only if street frontage has traffic controls
- Limits number to one per a block
- No more than 300 square feet in size
- Illumination is controlled

## Off-Site/Off-Premise Signage (Paid Advertising)

### International Examples

#### ALLOWED WITH PARAMETERS

Cannes



#### NOT ALLOWED

Singapore Waterfront





## Off-Site/Off-Premise Signage (Paid Advertising)

### United States and California Examples

#### ALLOWED WITH PARAMETERS



#### NOT ALLOWED



## Off-Site/Off-Premise Signage (Paid Advertising)

### California Coastal Act Section 30251 – Scenic and Visual Qualities

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

## Off-Site/Off-Premise Signage (Paid Advertising) Allowed

### Surveyed Coastal Zone Jurisdictions

|                       |                        |
|-----------------------|------------------------|
| X Chula Vista         | X City of Carlsbad     |
| X Coronado            | X City of Encinitas    |
| X Imperial Beach      | X City of Oceanside    |
| X National City       | X City of Solana Beach |
| X San Diego           | X City of Los Angeles  |
| X County of San Diego | X City of Long Beach   |

✓ = Allowed / X = Not Allowed

## Off-Site/Off-Premise Signage (Paid Advertising) Allowed

### Surveyed Jurisdictions with Signage Districts

- |  |                  |
|--|------------------|
| ✓ Historic Broadway District in City of Los Angeles                    | ✓ New York, NY   |
| ✓ Hollywood Signage Supplemental Use District in City of Los Angeles   | ✓ Washington, DC |
| ✓ Los Angeles Sports and Entertainment District in City of Los Angeles | ✓ Boston, MS     |
| X Los Angeles International Airport                                    | ✓ West Hollywood |
| X City of San Jose   | ✓ Denver, CO     |
|  | ✓ Columbus, OH   |

✓ = Allowed / X = Not Allowed

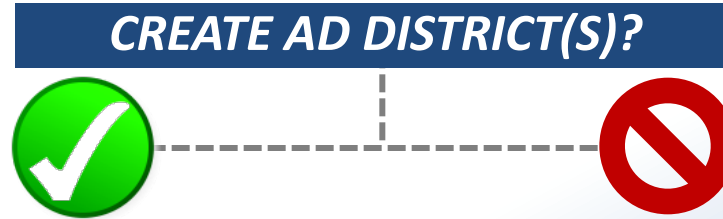


## Topics for Discussion:

### BUILDING WRAPS WITHIN AN ADVERTISING DISTRICT



## Should an Advertising District be established for building wraps?



\*Decision tree intended to facilitate discussion



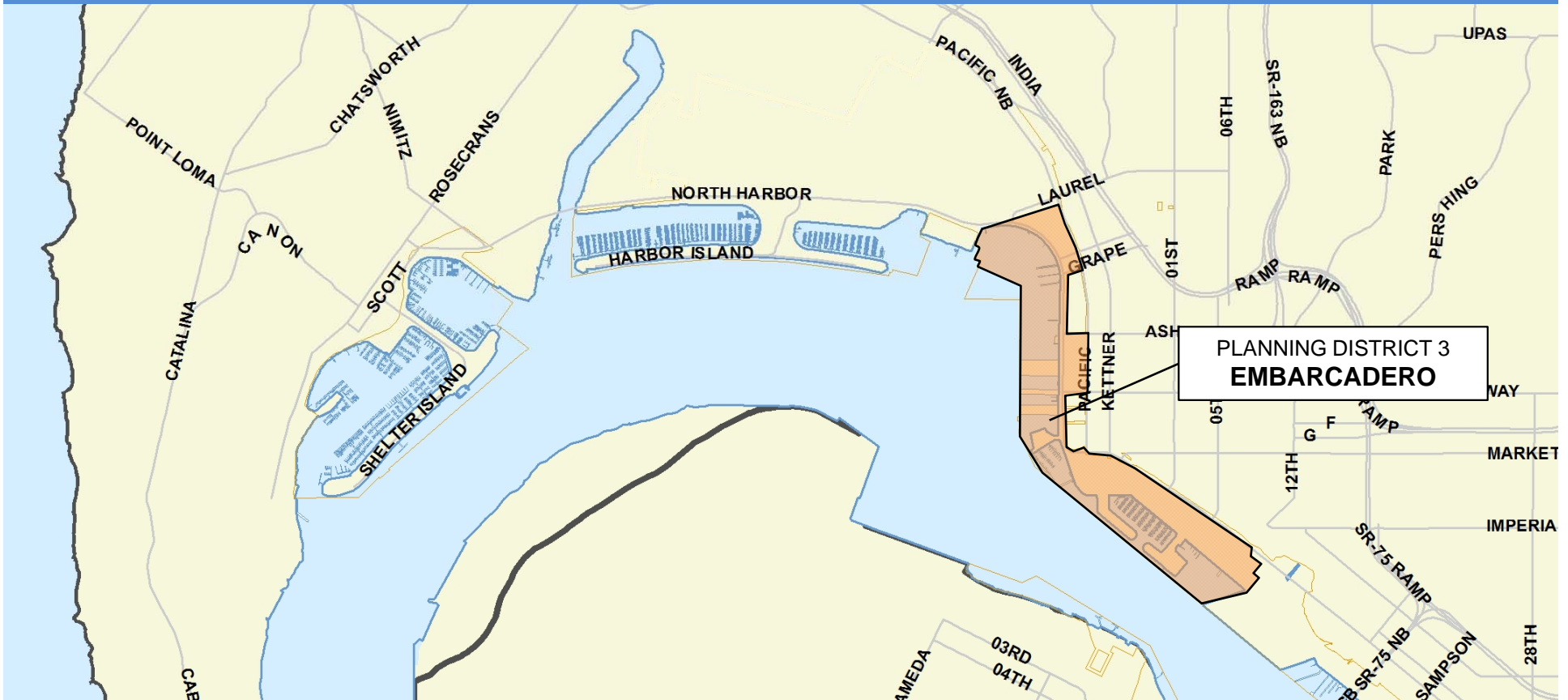
## BUILDING WRAPS WITHIN AN ADVERTISING DISTRICT

Should an Advertising District be established for building wraps?



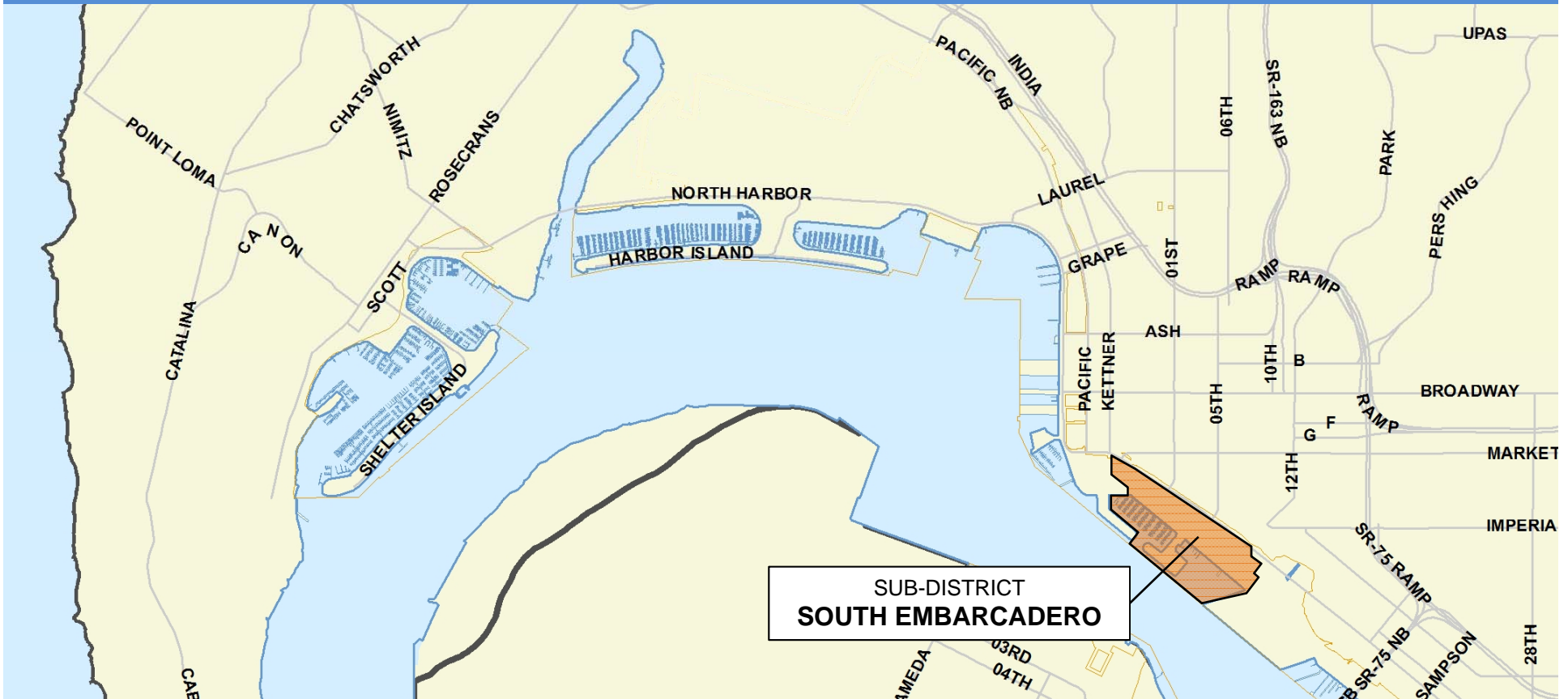
## BUILDING WRAPS WITHIN AN ADVERTISING DISTRICT

Should an Advertising District be established for building wraps?



## BUILDING WRAPS WITHIN AN ADVERTISING DISTRICT

Should an Advertising District be established for building wraps?

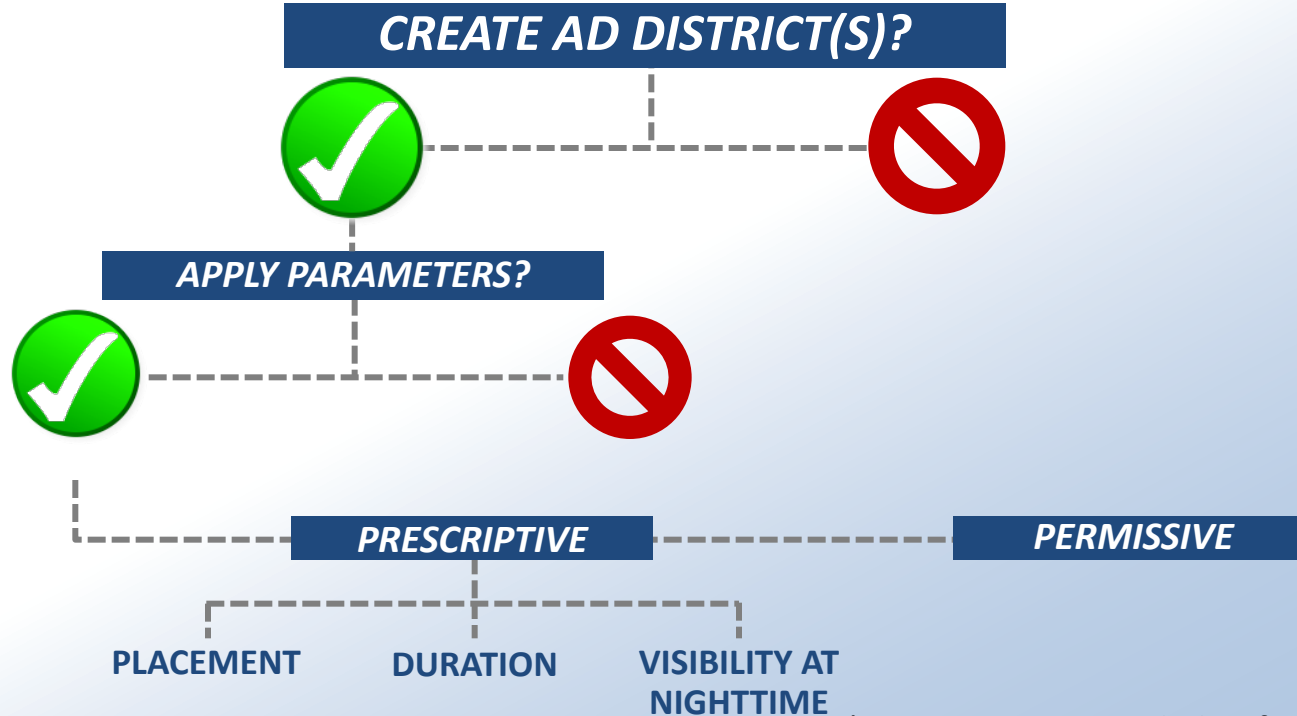




# BUILDING WRAPS WITHIN AN ADVERTISING DISTRICT

Page 44 of 64 A

Should paid advertising in building wrap formats be allowed **only** under certain parameters and considerations?

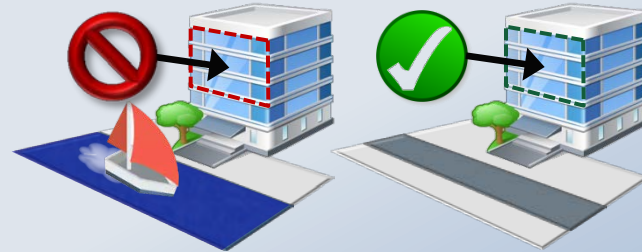


\*Decision tree intended to facilitate discussion

## Building Wrap Parameters

### Prescriptive limits

- Restrict size and placement

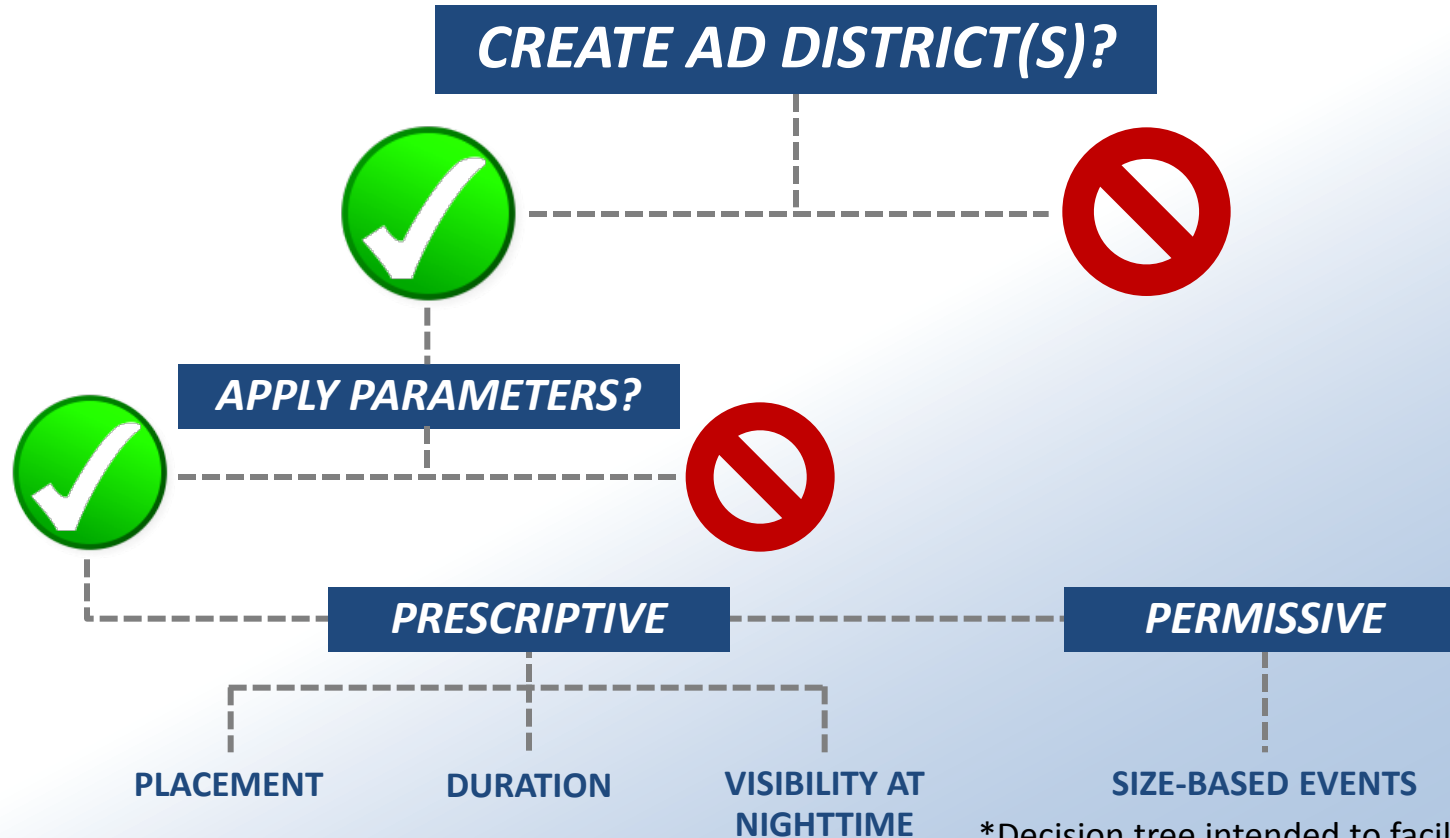


- Establish duration



- Allow illumination for nighttime visibility





\*Decision tree intended to facilitate discussion



## Building Wrap Parameters

Permissive  
limits

- Allow only during large events



## A) BUILDING WRAPS WITHIN AN ADVERTISING DISTRICT

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



**SAN DIEGO UNIFIED PORT DISTRICT**

**REQUEST TO SPEAK**  
 Submit completed form to staff prior to Chair announcing the agenda item.

☐ Non Agenda Public Comment

Agenda Item No. **A**

Date: \_\_\_\_\_

☐ In Favor ☐ In Opposition ☐ Neutral

Other (specify) \_\_\_\_\_

**PERSONAL INFORMATION:**

The information requested below is voluntary.  
 Any information provided on this form is a public record and subject to disclosure under the California Public Records Act.

Name: \_\_\_\_\_  
 (Please Print)

Organization or Affiliation: \_\_\_\_\_  
 (If applicable)

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone Number: ( ) \_\_\_\_\_

Email: \_\_\_\_\_







Las Vegas, NV

Sydney

## Survey of Jurisdictions:

### DIGITAL INFORMATIONAL AND WAYFINDING SIGNAGE



England

London

## Digital Signage Formats Allowed

### Surveyed Coastal Zone Jurisdictions

|                       |                        |
|-----------------------|------------------------|
| X Chula Vista         | X City of Carlsbad     |
| X Coronado            | X City of Encinitas    |
| X Imperial Beach      | X City of Oceanside    |
| X National City       | X City of Solana Beach |
| X San Diego           | X City of Los Angeles  |
| X County of San Diego | X City of Long Beach   |

✓ = Allowed / X = Not Allowed

## Digital Signage Formats Allowed

### Surveyed Jurisdictions with Signage Districts

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

✓ = Allowed / X = Not Allowed

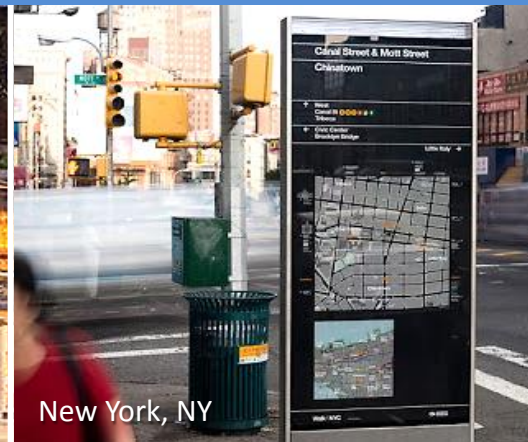


## Topics for Discussion:

### DIGITAL INFORMATIONAL AND WAYFINDING SIGNAGE



## Should the Baywide Informational and Wayfinding Program allow for digital signage formats?



## Should the Baywide Informational and Wayfinding Program allow for digital signage formats?



\*Decision tree intended to facilitate discussion

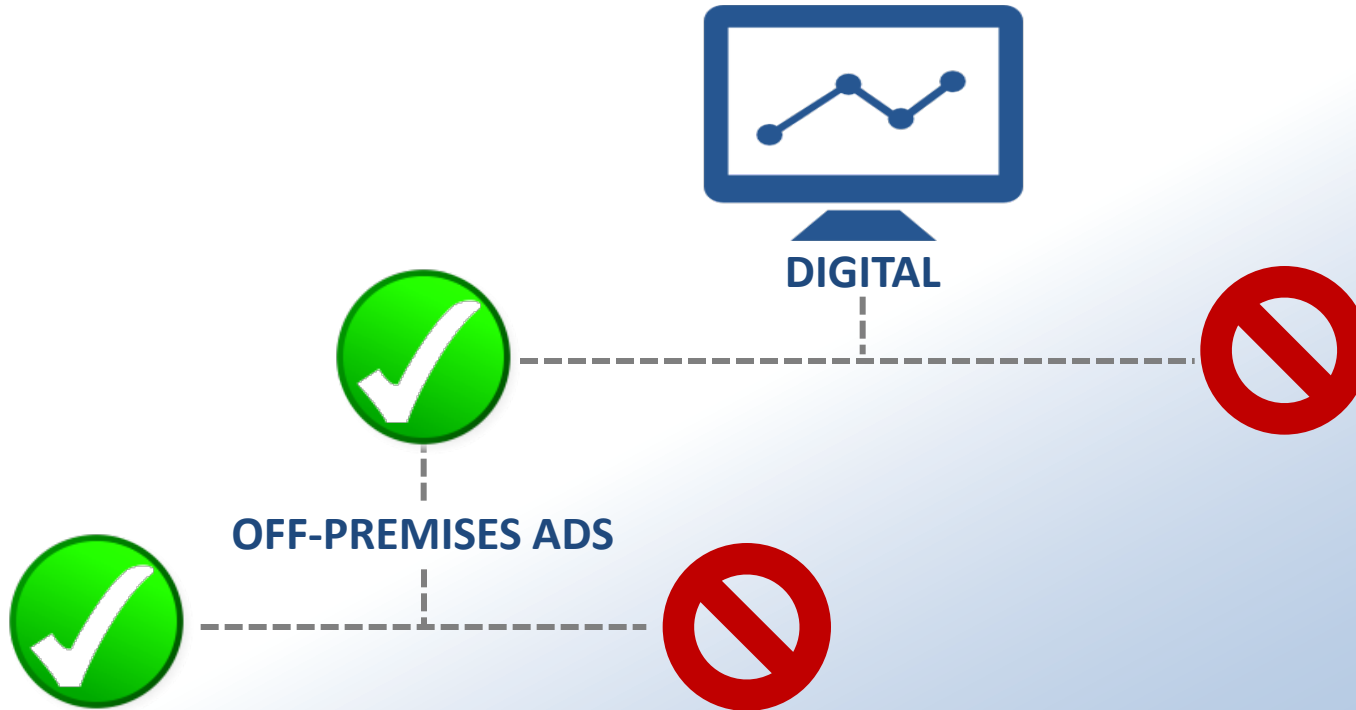


# DIGITAL INFORMATIONAL AND WAYFINDING SIGNAGE

Page 56 of 64 A

Should off-site/off-premise, paid advertising content be allowed on aforementioned signage with parameters?





\*Decision tree intended to facilitate discussion

## B) DIGITAL INFORMATIONAL AND WAYFINDING SIGNAGE

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



**SAN DIEGO UNIFIED PORT DISTRICT**

**REQUEST TO SPEAK**  
*Submit completed form to staff prior to Chair announcing the agenda item.*

|                         |
|-------------------------|
| Non Agenda Item Comment |
| Agenda Item <b>B</b>    |
| Date:                   |

☐ In Favor    ☐ In Opposition    ☐ Neutral

☐ Other (specify) \_\_\_\_\_

**PERSONAL INFORMATION:**  
 The information requested below is voluntary. Any information provided on this form is a public record and subject to disclosure under the California Public Records Act.

Name: \_\_\_\_\_  
 (Please Print)

Organization or Affiliation: \_\_\_\_\_  
 (If applicable)

Title: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Telephone Number: (    ) \_\_\_\_\_

Email: \_\_\_\_\_

**TIME LIMITS**  
 Speaking time is limited. You will need to be brief and stay on subject. Written comments may be of any length and may be submitted to the District Clerk for inclusion in the record.







# Next Steps

# Integrated Planning: Port Master Plan Update

## Public Engagement Timeline

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

Ongoing Stakeholder and Agency Involvement

5/16/2018

# Additional Policy Topic Discussion Items

Page 62 of 64 A

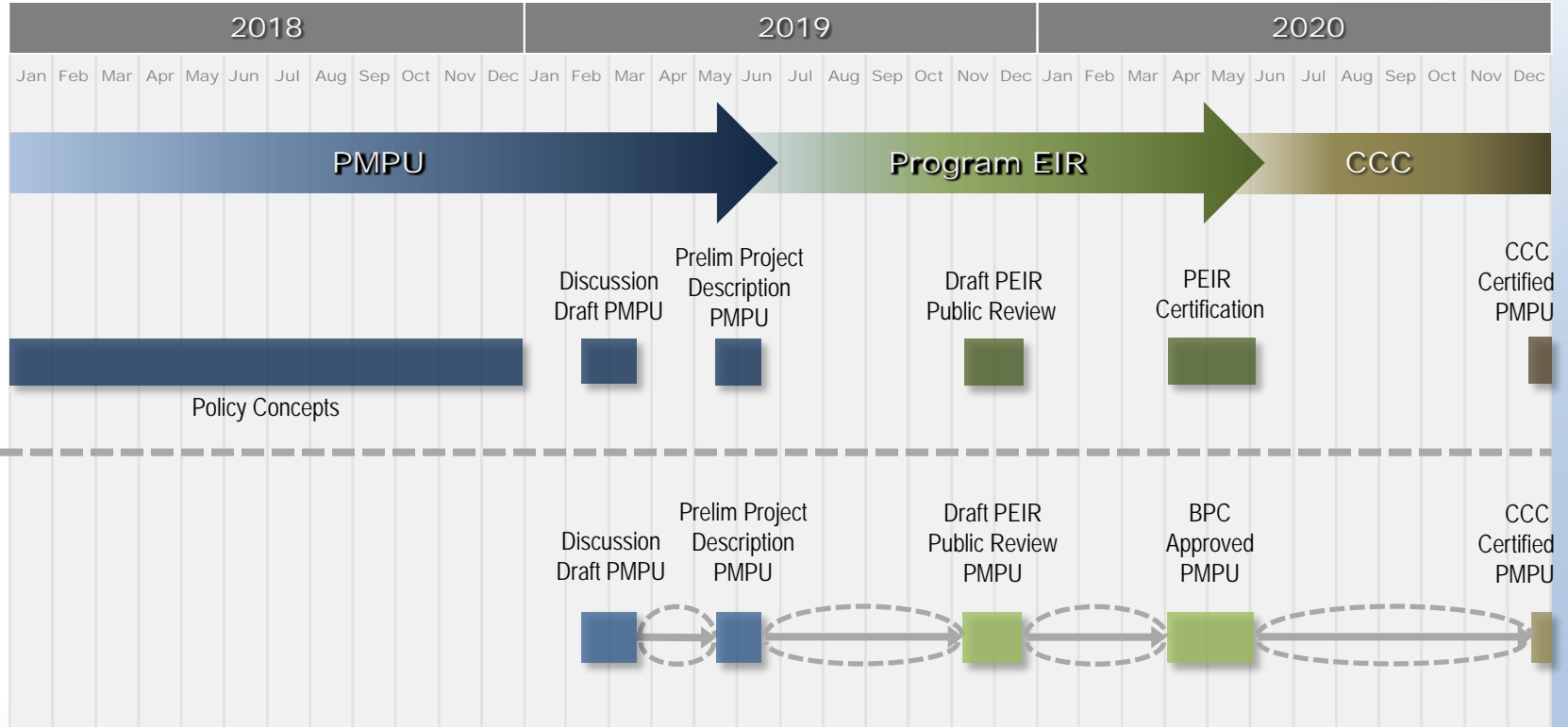
- Public-Private Piers
- Approach to Sea Level Rise
- Follow up on Commercial Fishing related policies
- Mobility Framework discussion
- Follow up specific to the Embarcadero Planning District
- User's Guide Policies



# Integrated Planning: Port Master Plan Update

## Drafting Process

Page 63 of 64 A



5/16/2018



# Integrated Planning Port Master Plan Update

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

**POLICY DISCUSSION CONSIDERING  
PAID ADVERTISING IN SPECIFIC  
APPLICATIONS**

Board of Port Commissioners  
June 12, 2018