

Integrated Planning Port Master Plan Update

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

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

Board of Port Commissioners
July 17, 2018

Today's Workshop:

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

SAN DIEGO UNIFIED PORT DISTRICT

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

<input type="checkbox"/> Non Agenda Public Comment
<input type="checkbox"/> Agenda Item No. _____
Date: _____

<input type="checkbox"/> In Favor	<input type="checkbox"/> In Opposition	<input type="checkbox"/> Neutral
<input type="checkbox"/> 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: _____

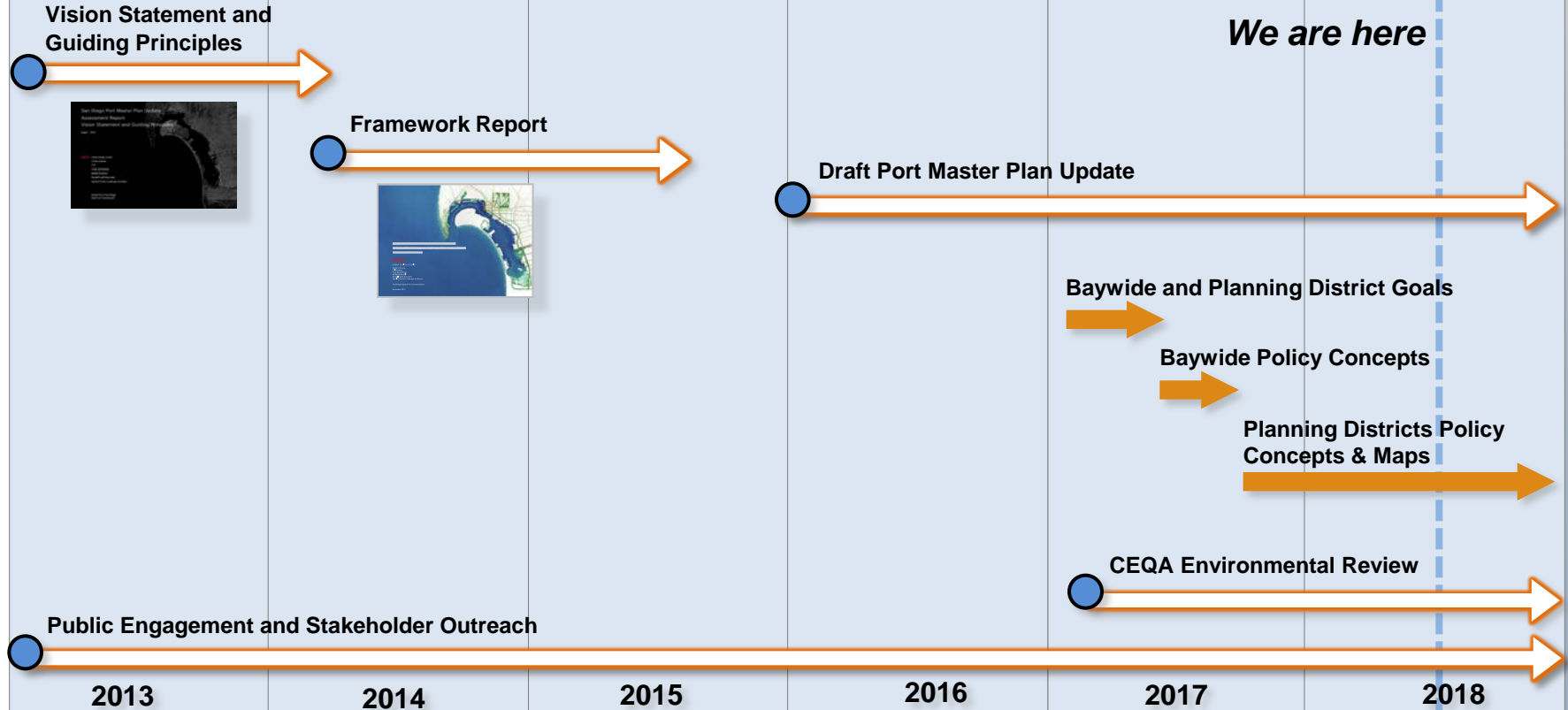
City/State/Zip: _____

Telephone Number: () _____

Email: _____

INTEGRATED PLANNING PROCESS

Page 3 of 46 A



06/28/2018

INTEGRATED PLANNING PROCESS

2017

2018

Page 4 of 46 A

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

07/10/2018

**VISION
STATEMENT
& GUIDING
PRINCIPLES**

**FRAMEWORK
REPORT**

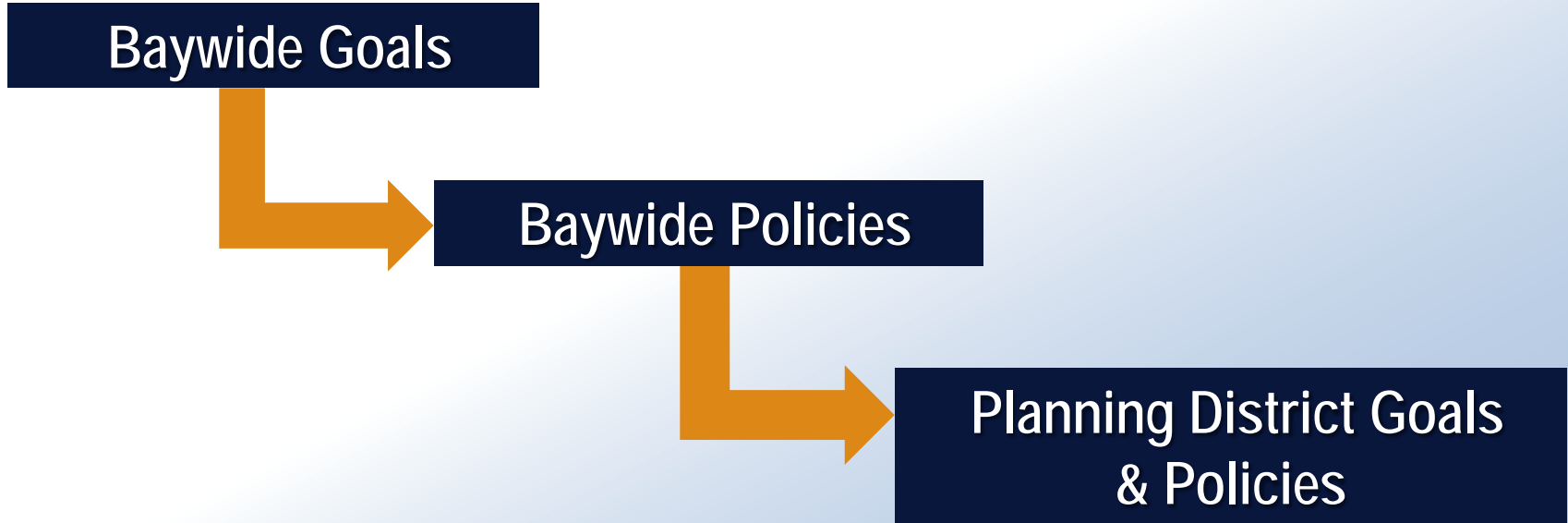
**PMPU
GOALS**

**PMPU
POLICY
CONCEPTS**

OBJECTIVES

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

TIERED BAYWIDE GOALS & POLICIES APPROACH





PROJECTS



POLICIES



RECAP

Coastal Access and Recreation Element



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

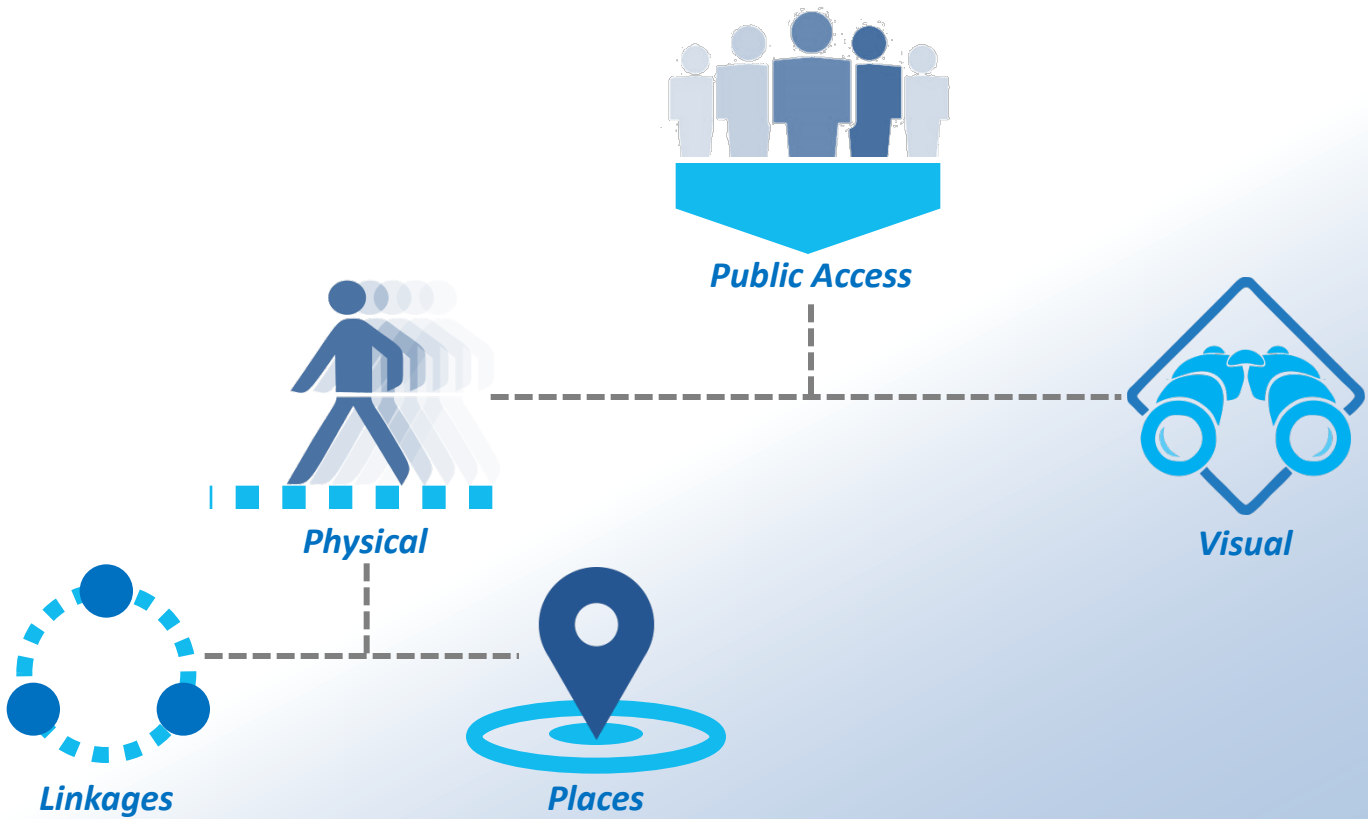
GOALS

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



Topics for Discussion



Las Vegas, NV



Sydney



England



London

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

But first...

Previous Board Items



Las Vegas, NV



Sydney



England



London

April 2016

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

August 2016

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

May 2017

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

Workshop Terminology



Off-Site/Off-Premise Signage:

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



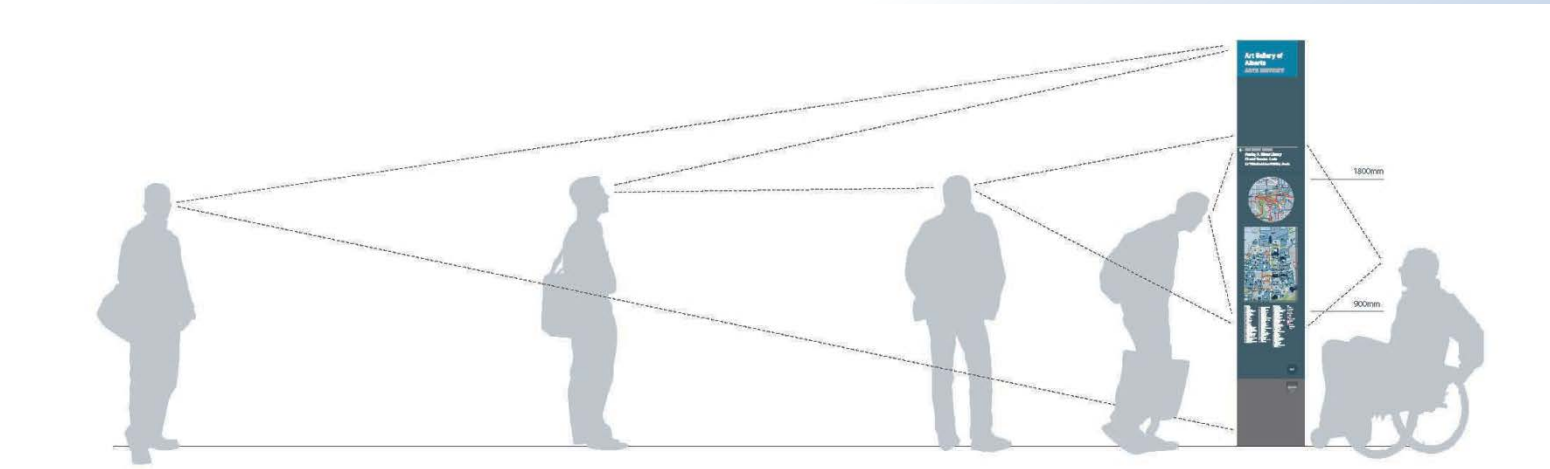
On-Site/On-Premise Signage:

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



Pedestrian Scale:

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



Workshop Terminology

Small Format Signage: Signage that is Pedestrian Scale



Large Format Signage:

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



Digital Signage:

Signage that has a programmable display that can be readily changed



Research of Jurisdictions



Las Vegas, NV



Sydney



England



London

Digital Signage & Advertising Prohibited within Coastal Zone

- City of Carlsbad (2017)
- City of Oceanside (2016)
- County of San Diego (2014)

Regulations Silent Regarding Digital Signage & Advertising

- City of Chula Vista (2015)
- City of Encinitas (2009)
- City of Coronado (2013)
- City of Solana Beach (2014)
- City of Imperial Beach (2015)
- City of Long Beach (1980)
- City of National City (1998)
- City of Los Angeles (1990)
- City of San Diego (2006)

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.

City of Oceanside (2016)

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

City of Carlsbad (2013-2015)

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

Long Beach Transit (2012)

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

Digital Signage & Advertising Allowed

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



Las Vegas, NV



Sydney

Public Benefits



England



London

Public Benefits of Digital Wayfinding Signage

Page 31 of 46 A

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



Potential Physical & Visual Impacts



Las Vegas, NV



Sydney

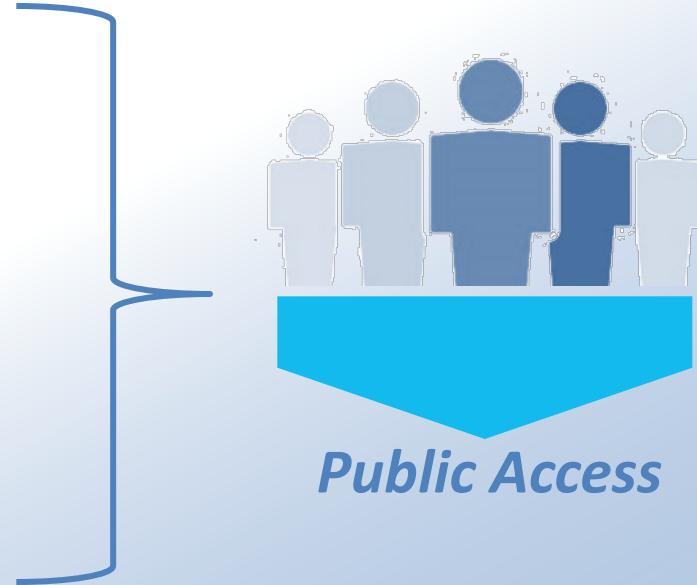


England



London

- Lighting
- Glare
- Vehicle Safety
- Character and Quality



Potential Parameters for Consideration



Las Vegas, NV



Sydney



England



London

Potential Parameters for Digital Signage

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

Potential Financial Scenarios



Las Vegas, NV



Sydney



England



London

SMALL FORMAT INFORMATIONAL AND WAYFINDING SIGNAGE

Page 37 of 48 A

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



Las Vegas, NV



Sydney

Topics for Discussion



England



London

SMALL FORMAT INFORMATIONAL AND WAYFINDING SIGNAGE

Should small format informational and wayfinding signage allow for digital integration as technology advances?

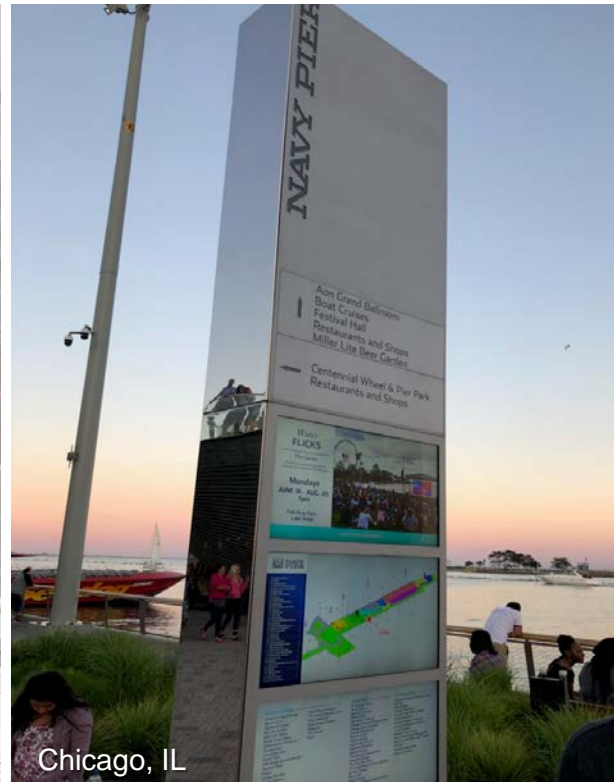
Page 39 of 46 A



SMALL FORMAT INFORMATIONAL AND WAYFINDING SIGNAGE

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

Page 40 of 46 A



Today's Workshop:

- 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.

<input type="checkbox"/> Non Agenda Public Comment	
<input type="text"/> Agenda Item No.	
<input type="text"/> Date:	

<input type="checkbox"/> In Favor	<input type="checkbox"/> In Opposition	<input type="checkbox"/> Neutral
<input type="text"/> 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:



Next Steps



Integrated Planning: Port Master Plan Update

Page 44 of 46 A

Public Engagement Timeline

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

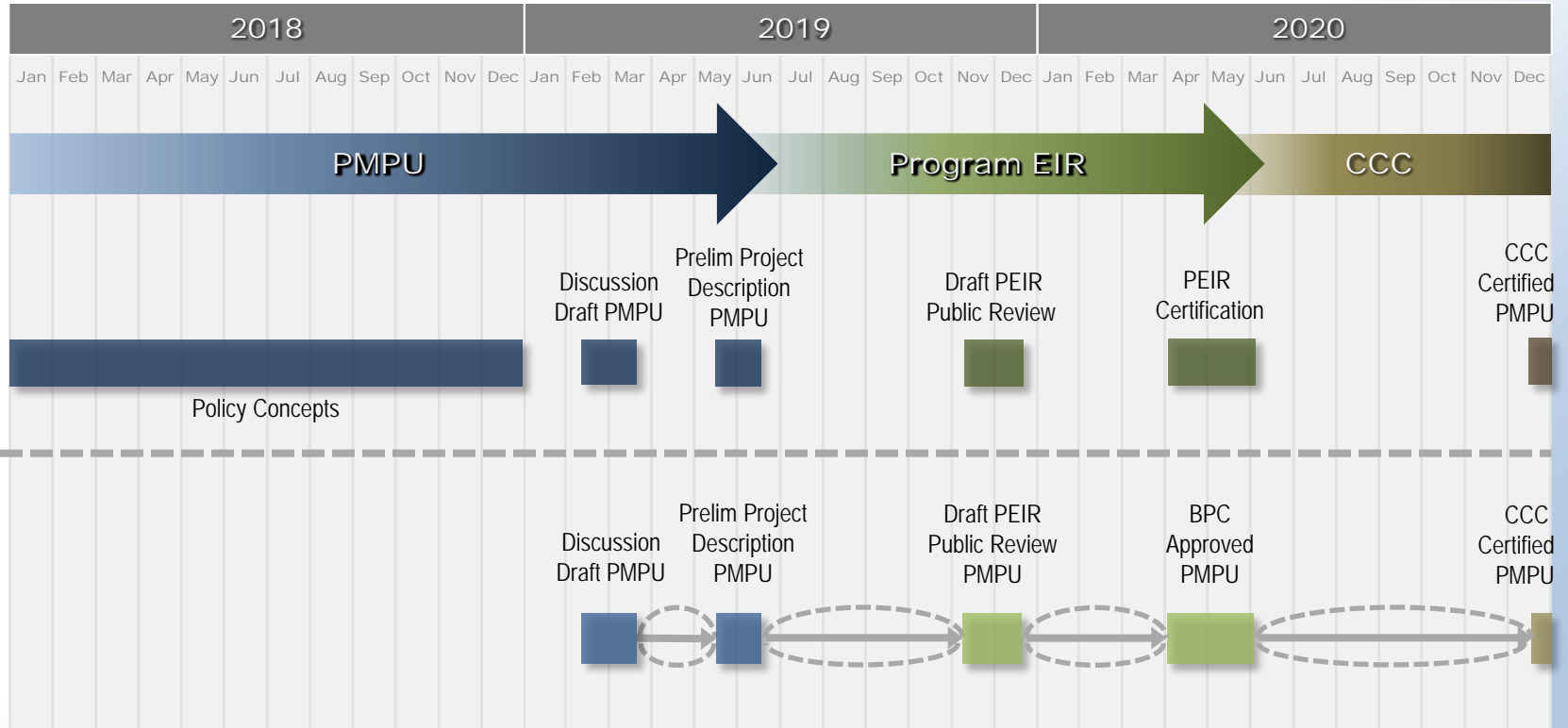
Ongoing Stakeholder and Agency Involvement

5/16/2018

Integrated Planning: Port Master Plan Update

Drafting Process

Page 45 of 46 A



5/16/2018

Integrated Planning Port Master Plan Update

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

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

Board of Port Commissioners
July 17, 2018