

RESOLUTION NUMBER R- 298995

ADOPTED ON MAR 23 2004

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF SAN DIEGO
APPROVING COMPREHENSIVE SIGN PLAN 2003-33 FOR THE KUSI
MIXED USE DEVELOPMENT

WHEREAS, McKinnon Broadcasting Company filed an application for a comprehensive sign plan to permit two television monitors and a reader board (in addition to other building signs consistent with the City's Sign Regulations) on the outside of the proposed KUSI Mixed Use development, which is located within the Marina Planned District of the Centre City Community Plan Area; and

WHEREAS, on March 23, 2004, the City Council held a duly noticed public hearing and considered Comprehensive Sign Plan 2003-33, including a staff report and recommendation and public testimony; NOW, THEREFORE,

BE IT RESOLVED, by the City Council of the City of San Diego, as follows:

1. The signs permitted under the Comprehensive Sign Plan, including the monitors and reader board, are in conformity with the intent of the Sign Ordinance; and
2. The exceptions for the signs permitted in the Comprehensive Sign Plan result in an improved relationship among the various signs and building facades covered by the Plan.

3. The City Council hereby approves Comprehensive Sign Plan 2003-33 as provided
in Exhibit A.

APPROVED: CASEY GWINN, City Attorney

By



Douglas K. Humphreys
Deputy City Attorney

DKH:ai
03/04/04
Or.Dept: CCDC
R-2004-932
REDV:N/A

EXHIBIT A

COMPREHENSIVE SIGN PLAN 2003-33 KUSI TELEVISION STUDIOS

WHEREAS, McKinnon Broadcasting Company filed an application for a comprehensive sign plan for the proposed KUSI Mixed Use development to be located on the Site located within the Marina Planned District of the Centre City Community Plan Area, Illustrated on the Site Map, Attachment No. 1; and

WHEREAS, on March 23, 2004, the City Council held a duly noticed public hearing and considered Comprehensive Sign Plan 2003-33, including a staff report and recommendation and public testimony.

NOW, THEREFORE, BE IT RESOLVED by the City Council of the City of San Diego as follows:

1. The signs permitted under the Comprehensive Sign Plan, including the monitors and reader board, are in conformity with the intent of the Sign Ordinance; and,
2. The exceptions for the signs permitted in the Comprehensive Sign Plan result in an improved relationship among the various signs and building facades covered by the Plan.

BE IT FURTHER RESOLVED that, based on the Findings hereinbefore adopted by the City Council, Comprehensive Sign Plan 2003-33 is hereby GRANTED, subject to the following conditions:

1. The television studio may install a maximum of two monitors on the south side of the building facing the J Street Plaza as shown in the Basic Concept Drawings subject to the following conditions:
 - a. Each monitor may not exceed a maximum of 154 square feet, which may be a dimension of 11 x 14 feet or similar dimension;
 - b. The monitors shall be angled down towards the plaza, with a minimum off-vertical dimension of three feet.
 - c. The monitors may only broadcast on-site, live television broadcasts (such as news, news programs, talk shows, local interest shows and special broadcasts of major news events). Live broadcasts which were recorded earlier, or which are a part of the live broadcast from a remote location or from another news network such as CNN, can be shown as part or in place of the live broadcast. The monitors may also show news events from another networking source in the cases of major news events. The remainder of the time the monitors shall be dark, contain the KUSI logo and text describing the on-site studio, or may show live activity in the studio.

- d. The monitors may be activated (or illuminated) only between the hours of 6:00 a.m. and 11:00 p.m.
 - e. The monitors may not produce audio portions of the broadcasts or any other type of sound.
 - f. Other than the KUSI logo, no commercials or advertising of any type may be displayed on the monitors at any time.
 - g. The intensity of the monitors' displays shall be reduced between the hours of dusk and dawn.
2. The television studio may utilize a reader board along the south building wall as shown in the Basic Concept Drawings subject to the following conditions:
 - a. The reader board may not exceed 240 square feet in area located between the two video monitors, with lettering not to exceed 18 inches.
 - b. The wording on the reader board shall be restricted to contain: news and weather reports; time, date, and temperature information; and, closed-captioning of the broadcasts.
 - c. The wording and/or information on the reader board shall not flash, blink, or utilize other attention-getting devices.
 - d. All lettering shall be of a single color.
 - e. No advertising shall be allowed.
 - f. The intensity of the reader board shall be reduced between the hours of dusk and dawn.
3. The use of monitors and the reader board may exist only so long as a television studio which features live broadcasting from the site is located in the building. If the television studio use no longer exists on the site, the monitors and reader board shall be removed and the building facades remodeled as approved by CCDC.
 4. All other signs for the project shall comply with the City of San Diego Sign Ordinance provisions effective January 1, 2000 (or as later amended) and the Centre City Planned District Ordinance.
 5. This Permit is a Covenant running with the lands and shall be binding upon, and inure to the benefit of, the Permittee and any successor or successors, and the interests of any successor shall be subject to each and every condition set out in this permit and all referenced documents.
 6. It shall be a condition precedent to issuance of this Permit by CCDC that all amendments to land use regulations necessary to allow the development under this permit to proceed have taken effect.

7. It shall be a condition precedent to issuance of this Permit by CCDG that the Permittee has acquired the Sales Parcel and the Grant of Park Easement and Grant of Event Easement have been recorded, pursuant to that certain Owner Participation Agreement entered into with the Agency on or about the date the Agency approves this Permit. If such Owner Participation Agreement is terminated for any reason, this Permit shall not be issued and the approval thereof shall automatically be null and void.

Passed and adopted by the City Council on March 23, 2004.

CENTRE CITY DEVELOPMENT
CORPORATION

PERMITTEE(S) SIGNATURE

Brad Richter, Principal Planner

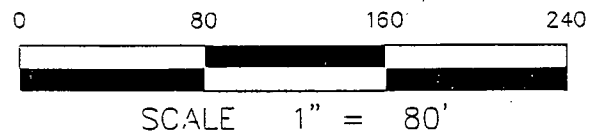
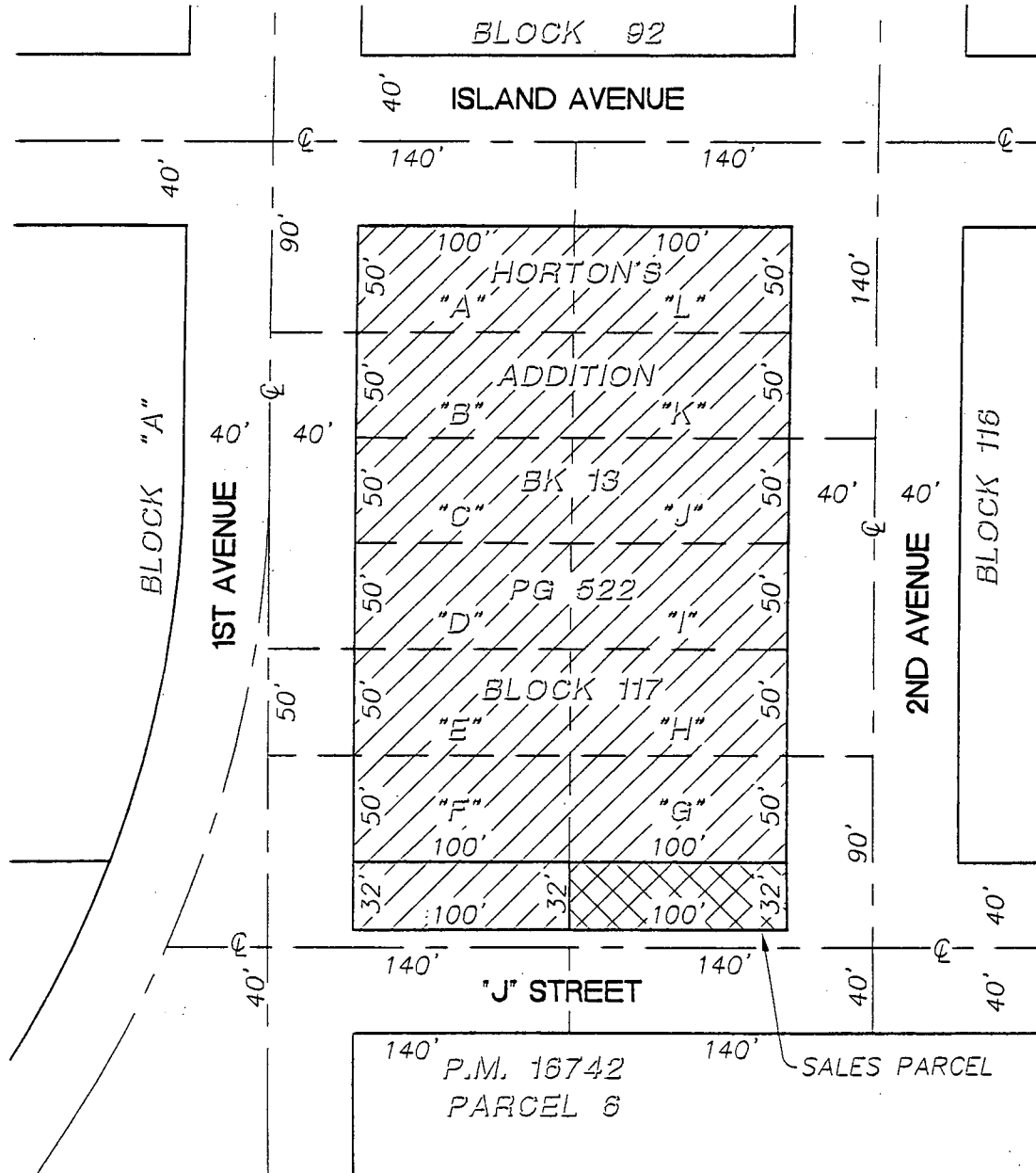
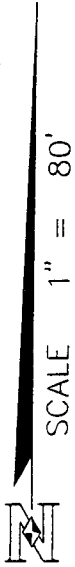
McKinnon Broadcasting Company

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ATTACHMENT NO. 1 SITE MAP

LEGEND:

- PARTICIPATING PARCEL - 63,200 SQ. FT.
- SALES PARCEL - 3,200 SQ. FT.



NASLAND ENGINEERING
CIVIL ENGINEERING • SURVEYING • LAND PLANNING
 4740 Ruffner Street, San Diego, California, 92111 • 619-292-7770

**PARTICIPATING PARCEL
AND SALES PARCEL**

DATE: 02-04-04
 SHT 1 OF 1
 NE No. 103-042.1

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